

THE MODERATING EFFECT OF MOTIVATIONAL ORIENTATION
ON THE RELATIONSHIP BETWEEN ACTIVATION AND PLEASANTNESS

By

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A DISSERTATION PRESENTED TO THE GRADUATE SCHOOL
OF THE UNIVERSITY OF FLORIDA IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY

UNIVERSITY OF FLORIDA

2001

ACKNOWLEDGMENTS

I am honored to extend my heartfelt gratitude to the following people for their contribution to my successful experience at the University of Florida.

First of all, I would like to thank Professor Barton Weitz, the Chair of my Dissertation Committee, for his continual encouragement, patience, and support during the past five years. Without his guidance, this dissertation could have never been written.

I would also like to thank Professors Joseph Alba, Richard Lutz, Alan Cooke, Christopher Janiszewski, Joel Cohen, Amir Erez, Alan Sawyer, and Steven Shugan for their helpful suggestions and comments.

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May 2001

Chairman: Barton A. Weitz
Major Department: Marketing

The hedonic (pleasant or unpleasant) quality of affective states – moods and emotions – exercises a pervasive influence on informational processing, evaluative judgments, and shopping attitudes and behaviors. Activation (the subjective experience of one's expenditure of energy) has been found to affect pleasantness. Initial investigations obtained an "inverted-U"-shaped association: a moderate degree of activation maximizes pleasantness. Subsequent studies identified consistent individual differences with respect to the amount of stimulation that people experience as pleasant.

The present theoretical framework identifies another moderating factor – motivational orientation – which not only contributes to the theoretical comprehension of the association between activation and pleasantness, but also provides an effective means for the successful management of a consumer's subjective experience. The conceptual model distinguishes two motivational orientations: telic (instrumental, extrinsic) and

paratelic (experiential, intrinsic). The telic motivational orientation arises when a consumer becomes aware of an outstanding need, a phenomenological state inferior to one's subjective adaptational level, and strives after the satisfaction of this need (e.g., to replenish the household stock of groceries). In contrast, the paratelic orientation arises when a consumer strives to reduce one's disposable reserve of energy, without recognizing a pending need the satisfaction of which might require a part or the whole of this reserve.

The theoretical model proposes that motivational orientation – telic or paratelic – moderates the influence of activation on pleasantness: activation is perceived as a cost and experienced as unpleasant in telic motivational states, but is regarded as a benefit and experienced as pleasant in paratelic states.

Four empirical studies furnished consistent support for the conceptual proposition. Seven different experimental manipulations of activation – three pairs of naturalistic shopping contexts, two pairs of color schemes, and two pairs of musical selections – yielded the interaction effect. Two different experimental manipulations of motivational orientation provided additional support for the internal validity of the results.

By identifying the antecedent factors which determine the hedonic quality (pleasantness) of subjective experiences in the course of consumption and shopping, the theoretical model elucidates important aspects of consumer behavior and furnishes definitive guidelines for effective marketing management.

CHAPTER I INTRODUCTION

Behavioral Implications of Pleasantness

The *hedonic (pleasant or unpleasant) quality* of affective experiences – moods (i.e., enduring affective states which the individual does not or cannot attribute to a particular cause) and emotions (transient affective states which the individual attributes to a particular cause) (Clore, Schwarz, and Conway 1994, pp. 326-327; Russell and Feldman Barrett 1999, p. 806) – has increasingly attracted systematic investigation because of its pervasive influence on *memory, persuasion, and shopping behavior*.

Pleasantness influences both *encoding* into and *retrieval* from memory. Unpleasant subjective states utilize attentional capacity (Ellis 1990, 1991; Ellis and Ashbrook 1988) or discourage processing (Hertel and Hardin 1990; Hertel and Rude 1991), and, in consequence, impair the elaboration and organization of information (Ellis, Thomas and Rodriquez 1984; Leight and Ellis 1981; Potts, Camp, and Coyne 1989; Watts and Cooper 1989) and interfere with retrieval (Ellis and Ashbrook 1988; Ellis, Thomas, McFarland, and Lane 1985). The hedonic quality of the current subjective experience facilitates the encoding and recall of congruent material, enhances congruent encoding of ambiguous material, and promotes recall of material which has been encoded in a similar affective state (Blaney 1986; Bower 1981, 1991; Forgas and Bower 1988; Singer and Salovey 1988).

The hedonic quality of a subjective experience affects both the *processing strategy* (systematic or heuristic) and the *attitudinal outcome* (favorable or unfavorable) of *evaluative judgments*. Pleasantness encourages *systematic* processing for involving persuasive communications, but fosters *heuristic* processing for uninvolved messages (Mano 1997). Isen (1993) advances the proposition that people who are having a pleasant subjective experience are inclined to perceive an involving communication as an enjoyable intellectual challenge and address it in a systematic manner. Schwarz (1990) maintains that pleasant feelings indicate the facilitation or achievement of an outstanding goal which renders the elaborate processing of incoming information unnecessary; in contrast, unpleasant states signal the obstruction of a current goal which calls for a scrupulous examination of all available data. Another explanation proposes that people who are enjoying a pleasant affective state refrain from a punctilious scrutiny of an uninvolved message because it might disrupt their affective state (Isen, Means, Patrick, and Nowicki 1982).

On the occasions when individuals are incapable or unwilling to elaborate on the arguments of a persuasive communication, pleasantness influences attitudinal favorability directly; conversely, when people are capable and/ or willing to scrutinize the message, pleasantness affects their attitudes by means of the thoughts which the message provokes (Batra and Stayman 1990; Petty, Schumann, Richman, and Strathman 1993). In the former case, the individual utilizes the hedonic quality of one's affective state as a piece of information to include into an evaluative judgment (Schwarz 1990). In the latter case, pleasantness brings forth congruent beliefs and memories and, in this way, biases the

interpretation of incoming information (Bower 1981, 1991; Isen, Shalcker, Clark, and Karp 1978).

Finally, the hedonic quality of a subjective experience exhibits significant effects on a variety of *shopping attitudes* and *behaviors*. A pleasant affective state encourages approaching orientations (Baker, Levy, and Grewal 1992; Donovan and Rossiter 1982; Hui and Bateson 1991), promotes purchasing intentions/ spending (Sherman, Mathur, and Smith 1997) and unplanned spending (Donovan and Rossiter 1982; Donovan, Rossiter, Marcoolyn, and Nesdale 1994; Spies, Hesse, and Loesch 1997), prolongs the shopping visit (Donovan and Rossiter 1982; Spies et al. 1997) and fosters an unplanned extension of the shopping visit (Donovan et al. 1994), stimulates affiliative tendencies (Donovan and Rossiter 1982; Dube, Chebat, and Morin 1995), and enhances satisfaction and attitude (Sherman et al. 1997; Spies et al. 1997; Yoo, Park, and MacInnis 1998).

In summary, the hedonic quality of a subjective state bears substantial implications for attitudes and behaviors. This pervasive influence requires accurate theoretical comprehension and effective management of pleasantness: i.e., identification of the entire set of its antecedent factors, and examination of the possible mediating and moderating relations among them.

“Inverted-U”-Shaped Association Between Activation and Pleasantness

Extensive theoretical and empirical inquiry has indicated that an individual's degree of *activation* (arousal) has a consistent effect on pleasantness. Initial investigations observed an “inverted-U”-shaped association: a moderate degree of activation maximizes pleasantness, whereas increasing departures from this optimal level

diminish pleasantness and intensify unpleasantness. Some theoretical models focused on the relationship between pleasantness and psychophysiological activation (Fiske and Maddi 1961; Hebb 1955; Leuba 1955); other models looked into the association between pleasantness and the activating qualities of the environment, without taking into account the intermediate psychophysiological state (Berlyne 1960, 1971; Dember and Earl 1957; Driver and Streufert 1965; Hunt 1971; McClelland, Atkinson, Clark, and Lowell 1953).

Hebb (1955) defined the construct of *arousal* to indicate the vigilance function, or drive, of a sensory event (i.e., the involuntary activation which a sensory event induces and which does not include the voluntary activation of a purposeful response) (p. 249). He undertook to study the association between this vigilance function and the effectiveness of response, and advanced the conclusion that behavioral effectiveness is maximized at a moderate level of arousal: intense arousal disrupts behavioral patterns through the facilitation of conflicting or alternative responses, while moderate arousal prolongs behavioral patterns (p. 250). In addition, Hebb upheld that organisms strive "to produce an optimal degree of excitation" (Hebb and Thompson 1968, p. 759), and that an increase in the intensity of a drive reinforces when arousal (i.e., all concurrent drives as a whole) is at a low level, whereas a decrease in a drive reinforces when arousal is at a high level (Hebb 1955, p. 251).

Leuba (1955) looked into the relationship between *stimulation* (i.e., the involuntary activation which a stimulus produces) and learning. On the basis of empirical evidence, Leuba advanced that organisms are inclined to learn the responses which produce an optimal degree of aggregate stimulation (p. 28) (i.e., to acquire the responses which, on the occasions when overall stimulation is at a low level, are accompanied by

increasing stimulation, and the responses which, on the occasions when overall stimulation is at a high level, are accompanied by decreasing stimulation) (p. 29).

In the framework of Fiske and Maddi's (1961) theoretical model, the construct of *activation* designates the excitation of an energizing mechanism in the central nervous system which "nourishes" both involuntary and voluntary responses, while the construct of *arousal* indicates the somatic manifestation of activation (pp. 18 and 21). Fiske and Maddi introduced the construct of *impact* to denote the aggregate activation that all stimuli from all sources at a point in time produce (p. 14). Three properties of environmental stimuli – meaningfulness, intensity, and variation – have an effect on activation (p. 14). Fiske and Maddi advanced several theoretical propositions with respect to activation: an individual's degree of activation varies positively with the aggregate impact of concurrent stimulation (p. 19); a particular degree of activation maximizes the effectiveness of performance for any individual task (p. 31); individuals modify their activation so as to approximate the optimal range for the task at hand (p. 35); a characteristic or normal degree of activation is associated with every stage of an individual's wakefulness cycle (p. 38); in the absence of a particular task, individuals strive to maintain the characteristic degree of activation (p. 42); unpleasant affective states are associated with considerable differences between the ongoing activation and the characteristic level, pleasant affective states are associated with movement towards the characteristic level (p. 46).

In contrast to the previous three theoretical approaches, the subsequent models focused on the activating qualities of environmental stimuli, rather than on the individual's psychophysiological state.

Dember and Earl (1957) attempted to identify the antecedent factors which determine exploratory, manipulatory, and inquisitive behaviors. These authors advanced the position that all three behaviors constitute perceptual or motoric responses which result in a contact between a portion of the surrounding environment and the individual; on the basis of this common quality, Dember and Earl conceived of exploratory, manipulatory, and inquisitive behaviors as a single construct, *attention* (p. 91). Proceeding from the premise that individuals entertain a particular expectation about every relevant attribute or element of a stimulus before an encounter with the stimulus, the authors defined *complexity* and *novelty* of an attribute or element as the difference between an individual's expectation about the particular attribute or element and his or her perception of this attribute or element (p. 93). The overall complexity or novelty of a stimulus equals the sum of the complexity or novelty of all its relevant attributes or elements. Dember and Earl advanced the premise that there is an acceptable range for complexity and novelty, and labeled the stimulus which exhibits the acceptable range as *pacer*. The authors advanced the proposition that an individual apportions his or her attention among the concurrent stimuli in proportion to their similarity to the pacer, the modal amount of attention being focused on the pacer (p. 95).

McClelland, Atkinson, Clark, and Lowell (1953) advanced the premise that biological conditions (pp. 44, 54) and experience (p. 58) generate adaptational levels (expectations) with respect to the separate properties of a stimulus. At a subsequent encounter with the stimulus, a discrepancy between the sensory event (input) and the adaptational level might emerge along the range of a property's possible values (p. 48). The authors advanced a principle which maintains that the aggregate discrepancy with

respect to a stimulus (i.e., the total sum of the discrepancies with respect to all relevant properties) initiates a primary affective response: a comparatively small discrepancy produces a pleasant affective response, a comparatively large discrepancy induces an unpleasant response (p. 48).

Hunt (1971) attempted to provide a developmental explanation for the attraction of moderately incongruous stimuli. He advocated the position that informational interactions with the environment undergo three epigenetic stages. During the first stage, infants respond (i.e., manifest attentional orientation and activation) to changes in the ongoing input (pp. 147-149). In the second stage, the child adopts the "learning set," or rule, that (s)he should be able to recognize the things which (s)he has previously come upon (p. 157). This behavioral "standard" becomes the goal of all perceptual activity, and, therefore, the child strives to regain and retain perceptual contact with familiar persons, objects, or places (pp. 152-156). During the third stage, the child assimilates the familiar things so well that the interest in the familiar gives way to an interest in the novel (i.e., an interest in those things which generate an incongruity between one's internal representation, which constitutes the comparative standard, and the perceptual input) (pp. 159-160). Once an interest in the novel appears, a principle of optimal incongruity begins to operate. As the individual progressively assimilates one's internal representation of a thing, object, or place to the corresponding perceptual input, the comparative standard undergoes continual modification. In consequence, as soon as the perceptual input from a particular stimulus approximates the individual's internal representation of (i.e., the standard for) this stimulus in a sufficient degree, the person loses interest in the stimulus,

and directs one's interest to things, objects, or places which have become incongruous in an optimal degree (p. 161).

Driver and Streufert (1965) attempted to provide an explanation for the attractiveness of activating stimuli. These authors advanced the position that, just as individuals have adaptational levels for the separate features of the physical and social environment (e.g., brightness, personal space), so genetic factors and experience create an adaptational level for incongruous stimulation (pp. 49-50). In consequence, while the individual strives to reduce all incongruities between adaptational level and perceptual input with respect to the separate environmental features, (s)he strives to maintain the aggregate amount of incongruous stimulation at its adaptational level as well. In case this aggregate amount decreases below the adaptational level, the individual begins to look for or bring about incongruous stimulation with respect to separate environmental features (pp. 51-52). The adaptational level for incongruous stimulation generates the highest level of pleasantness; all deviations from this level induce decreasing pleasantness (p. 56).

Berlyne (1971) introduced the construct of *arousal potential* to define those properties of environmental stimuli which tend to elevate activation (p. 70). In particular, he emphasized the activating effects of collative properties (i.e., novelty, complexity, incongruity, surprise, and ambiguity). The first one, *novelty*, designates the extent to which a constellation of environmental stimuli is perceived as unlike anything which the individual has previously come upon. *Complexity* denotes the number of non-redundant components of a configuration. Both incongruity and surprise describe unexpected combinations of stimuli: *incongruity* signifies spatial unexpectedness, while *surprise* –

temporal unexpectedness. Finally, *ambiguity* describes environmental configurations which the individual cannot generate any definite expectations about. These collative properties as well as the ecological (i.e., proceeding from an association with people, events, or objects of personal significance) and some psychophysical (intensity and color) qualities of environmental stimuli have been found to influence activation (Berlyne 1960). On the basis of empirical evidence, Berlyne advanced the principle that, for any particular individual at a particular time, there is an optimal influx of arousal potential and individuals strive to maintain the actual arousal potential near this optimal level (Berlyne 1960, p. 194; 1971, pp. 81-91).

Does the extensive evidence for an “inverted-U”-shaped function entail that all marketing stimuli – the designs of products and packages (e.g., medications and children’s toys), the execution of advertising messages and shopping ambiances (e.g., grocery stores and amusement parks) – should induce moderate activation?

Individual Differences with Respect to the Optimal Level of Stimulation

Subsequent studies have identified consistent individual differences with respect to the amount of stimulation that people experience as pleasant. This dispositional characteristic moderates the association between stimulation and pleasantness: an identical intensity of stimulation is experienced as appealing by one individual and as aversive by another (Eysenck 1967; McReynolds 1971; Mehrabian and Russell 1973).

Individual differences with respect to the optimal level of stimulation correlate with demographic attributes and personality traits (Raju 1980; Zukerman 1979, 1994): e.g., a dispositional preference for intense stimulation has been obtained to exhibit a

positive correlation with education and negative correlations with employment status and age (Raju 1980). Individuals who exhibit this dispositional preference are inclined to approach activating situations (Mehrabian 1978; Mehrabian and Russell 1973).

In marketing contexts, dispositional preferences for intense stimulation have been found to exhibit a positive association with a multitude of attitudes and behaviors: information-seeking in general (Joachimsthaler and Lastovicka 1984; Price and Ridgway 1982; Raju 1980; Wahlers, Dunn, and Etzel 1986), exploratory information-seeking (Price and Ridgway 1982; Raju 1980; Steenkamp and Baumgartner 1992; Wahlers, Dunn, and Etzel 1986), interpersonal communication with regard to marketing offerings (Price and Ridgway 1982; Raju 1980), elaboration of advertising messages (Steenkamp and Baumgartner 1992), variety-seeking (Steenkamp and Baumgartner 1992; Venkatraman and MacInnis 1985), proneness to switch brands (Raju 1980, 1984; Wahlers, Dunn, and Etzel 1986), disinclination to engage in repetitive behavioral patterns (Raju 1980; Steenkamp and Baumgartner 1992; Wahlers, Dunn, and Etzel 1986), eagerness to learn about and try out novel marketing offerings (Joachimsthaler and Lastovicka 1984; Price and Ridgway 1982; Raju 1980; Venkatraman and MacInnis 1985; Venkatraman and Price 1990; Wahlers, Dunn, and Etzel 1986), adoption of novel marketing offerings (Grossbart, Mittelstaedt, and DeVere 1976; Mittelstaedt, Grossbart, Curtis, and DeVere 1976), and readiness to undertake risks (Raju 1980; Steenkamp and Baumgartner 1992; Wahlers, Dunn, and Etzel 1986).

An individual's optimal-stimulation level indisputably influences the hedonic quality (pleasantness) of his or her experience with marketing stimuli (e.g., packages, advertising messages, shopping ambiances). Contemporary marketing practice, however,

does not possess efficient tools to measure the dispositional propensities of every individual customer in all circumstances (e.g., in shopping malls), which circumscribes the managerial implications of this moderating factor.

Inconsistent empirical evidence with respect to environmental influences on shopping behavior indicates to another possible moderating variable – motivational orientation – which not only contributes to the theoretical comprehension of the association between activation and pleasantness, but also provides an effective means for the successful management of a consumer's subjective experience. The subsequent chapter describes and analyzes this inconsistent evidence. Chapter 3 defines the participating constructs – motivational orientation, activation, and pleasantness – which constitute the building blocks of the theoretical model. Chapter 4 derives and formulates the conceptual proposition. The following five chapters describe empirical studies which test the proposition. The final chapter considers a number of implications, qualifications, and extensions of the findings.

CHAPTER 2

INFLUENCES OF ACTIVATION AND PLEASANTNESS ON SHOPPING BEHAVIOR

Two different empirical approaches to the investigation of shopping behavior provide evidence for the behavioral effects of pleasantness and activation. Some empirical designs (e.g., Donovan and Rossiter 1982; Sherman, Mathur, and Smith 1997) measure these subjective states directly, thereby allowing for a statistical estimation of their effects. Other studies (e.g., Smith and Curnow 1966; Milliman 1982) manipulate environmental factors (e.g., musical tempo) which have been previously found to affect activation, and, in this way, provide a basis to infer the behavioral effects of activation.

Donovan and Rossiter (1982) collected a naturalistic survey at various retailing outlets. Having entered into a store, customers were solicited to indicate their pleasantness and activation, and to express their expectations with respect to their approaching orientations, the duration of their visit to the store, their affiliative tendencies, and unplanned spending. The constructs of pleasantness and activation were measured with Mehrabian and Russell's (1974, pp. 216-217) semantic-differential scales. Approaching orientations were defined in accordance with Mehrabian and Russell's (1974) conception and were assessed with a meaningful adaptation of their Approach-Avoidance Scale (p. 221). As the duration of the visit and affiliative tendencies constitute aspects of approaching orientations, these constructs were assessed with parts of the total scale. A single question, "Is this the sort of place where you might end up *spending more*

money than you originally set out to spend?” assessed an expectation to engage in unplanned buying. Pleasantness was obtained to enhance all dependent variables. In contrast, the influence of activation was found to depend on the level of pleasantness: activation fostered expectations for approaching orientations, the duration of the visit, and affiliative tendencies in pleasant subjective states, but did not exhibit any effects in unpleasant states.

Donovan, Rossiter, Marcoolyn, and Nesdale (1994) elaborated on the design of Donovan and Rossiter's (1982) study by measuring pleasantness and activation during, rather than after, the shopping experience, and by assessing unplanned extensions of the stay and unplanned spending in an objective manner. Customers at discount department stores were interviewed before and after their visit. The subjective qualities of the shopping experience – pleasantness and activation – were measured with Mehrabian and Russell's (1974, pp. 216-217) scales again. In support of the previous study, pleasantness was observed to encourage an unplanned extension of the visit and unplanned spending; these effects were obtained to persist after partialing out customers' perceptions of the quality and variety of the merchandise as well as their perceptions of the specialing and value to be found in the store. Activation was found to discourage unplanned spending in unpleasant settings.

Hui and Bateson (1991) undertook to examine the behavioral implications of subjective crowding in retailing contexts. Participating subjects were exposed to videopresentations of a bank and a bar in a laboratory setting. Their perceptions of crowding were measured with five seven-point semantic-differential scales: *stuffy* vs. *not stuffy*, *cramped* vs. *uncramped*, *crowded* vs. *uncrowded*, *free to move* vs. *restricted*, and

spacious vs. *confined*. The assessment of pleasantness included two different measures: the endorsement of affective adjectives on seven-point rating scales and Mehrabian and Russell's (1974, pp. 216-217) scale. Finally, the dependent variable, approaching orientations, was defined to include an orientation to affiliate and an orientation to stay; both aspects were assessed with a meaningful adaptation of the corresponding portions of Mehrabian and Russell's Approach-Avoidance Scale (1974, p. 221). Subjective crowding was obtained to decrease pleasantness, which, in turn, was found to foster approaching orientations.

Baker, Levy, and Grewal (1992) conducted an experimental study with undergraduate subjects in a laboratory setting. Participating subjects were exposed to videotapes of a card-and-gift store which differed with respect to ambient (musical backdrop and brightness) and social (friendliness and number of the sales staff) environmental factors. The constructs of pleasantness and activation were measured by having subjects endorse descriptive items on a six-point (1 to 6) rating scale: the adjectives *nice*, *dissatisfying*, *displeasing*, *repulsive*, *unpleasant*, and *uncomfortable* assessed pleasantness; the adjectives *alive*, *inactive*, *drowsy*, *idle*, *lazy*, and *slow* – activation. The measurement of the dependent variable, intentions for patronage, was achieved with endorsement of the statements, "The likelihood that I will shop in this store is high," "I would be willing to buy gifts in this store," and "I would be willing to recommend this store to my friends," on a seven-point (1 to 7) Likert-type scale. Both pleasantness and activation were found to encourage the intentions for patronage.

Dube, Chebat, and Morin (1995) undertook a laboratory experimental study to investigate whether pleasantness and activation influence affiliative tendencies. A pretest

measured different musical selections with respect to their pleasurable and activating qualities with Russell, Weiss, and Mendelsohn's (1989) Affect Grid, and identified six selections for a three (activation: low, moderate, high) by three (pleasantness: low, moderate, high) between-subjects experimental design. Participating subjects were exposed to a simulation of a banking service where a musical selection was playing on in the background. The measurement of the dependent variable, affiliative tendencies, was achieved with attitudinal and behavioral-intention seven-point rating scales. The attitudinal measure instructed subjects to express their feelings of friendliness and liking for the banking personnel. Then subjects indicated their intentions to smile, greet, and chat with the clerk during a hypothetical encounter. Activation was observed to encourage affiliative tendencies on the attitudinal measure only; pleasantness was found to enhance the dependent variable on both measures.

Sherman, Mathur, and Smith (1997) undertook to examine behavioral implications of pleasantness and activation in a naturalistic context. The collection of the data was carried out in a shopping mall: customers were intercepted on their way out from a fashion store. The respondents were solicited to indicate their subjective state during the shopping visit: six eight-point (-4 to +4) semantic differential scales – *happy* vs. *unhappy*, *relaxed* vs. *bored*, *satisfied* vs. *unsatisfied*, *pleased* vs. *annoyed*, *contented* vs. *melancholic*, and *hopeful* vs. *despairing* – assessed pleasantness; five eight-point, form -4 to +4, semantic differential scales – *frenzied* vs. *sluggish*, *stimulated* vs. *relaxed*, *excited* vs. *calm*, *jittery* vs. *dull*, and *aroused* vs. *unaroused* – assessed activation. The duration of the visit and spending were measured by soliciting respondents to report the amount of time and money that they had just spent in the store. The attitude toward the

retailing facility was assessed by having respondents express their liking for the store. Activation was obtained to prolong the duration of the visit and to encourage spending. Pleasantness was found to foster the attitude toward the retailing facility and spending.

Spies, Hesse, and Loesch (1997) observed the behavioral effects of customers' mood at furniture stores in Europe. The independent variable, mood, was measured by having customers endorse descriptive adjectives on seven-point rating scales at three points in time: before entering the store, halfway through the visit, and upon leaving the store. The dependent variables (the duration of the visit, unplanned spending and spending, shopping satisfaction, and intention to return) were assessed at the conclusion of the visit. Shopping satisfaction was assessed by having subjects indicate their contentment with the shopping trip on a five-point rating scale; intention to return was assessed with three alternative choices: no, some time, and very soon. Mood was found to promote the duration of the visit, shopping satisfaction, and unplanned spending. Three different reasons for unplanned spending were looked into: finding a good bargain, realizing that one needs the product, or simply liking it. Only the last motivation was fostered by pleasant mood, while the first two remained unaffected. Mood did not demonstrate any effect on intention to return and spending either.

Yoo, Park, and MacInnis (1998) instructed their South Korean respondents to recollect a recent visit to a department store, and to complete a self-administered questionnaire which was to measure their affective experience during the visit and their attitude toward the store. The endorsement of eleven descriptive adjectives – *pleased, attractive, excited, contented, pride, satisfied, ignored, anxious, nullified, displeased, and angry* – on seven-point rating scales made up the measure of the affective experience.

This measure yielded separate factors for pleasant and unpleasant affective states. The assessment of the dependent variable, attitude toward the store, was achieved by having subjects complete three seven-point semantic-differential scales: *good* vs. *bad*, *like* vs. *dislike*, and *favorable* vs. *unfavorable*. A pleasant affective experience was obtained to enhance the attitude toward the retailing facility; conversely, an unpleasant affective experience was found to damage it.

The subsequent two projects did not measure pleasantness or activation, but featured an experimental manipulation of environmental factors (musical volume and musical tempo) which have previously been found to affect activation. Smith and Curnow (1966) observed the influence of musical volume in supermarkets. A loud musical backdrop was found to shorten the shopping visit (i.e., the difference between the time of entry and the time of arrival at the check-out stand), but to have no effect on spending (i.e., gross sales). Fast musical selections were found to decrease spending (i.e., gross sales) in a supermarket (Milliman 1982). Since musical volume (Wedin 1972) and musical tempo (Holbrook and Anand 1990; Holbrook and Gardner 1993; Kellaris and Kent 1991, 1993) have been found to elevate activation, Smith and Curnow's and Milliman's findings suggest that activation might be anticipated to shorten the duration of the visit and to inhibit spending in supermarkets.

Table 2-1 summarizes the empirical evidence. The findings of the different studies are indicated with a capital letter before the corresponding reference: a capital "p" designates that a significant positive relationship has been observed; a capital "o" – that a non-significant relationship has been obtained, and, finally, a capital "n" – that a significant negative relationship has been found.

While pleasantness has demonstrated an invariable positive association with all shopping behaviors under study, activation has exhibited inconsistent effects. Sherman, Mathur, and Smith (1997) obtained that activation encourages purchasing intentions and spending, while Milliman (1982) found the opposite effect. Activation was observed to prolong (Sherman, Mathur, and Smith 1997) or to shorten (Smith and Curnow 1966) the duration of the visit to a retailing facility. Baker, Levy, and Grewal (1992) observed that activation enhances approaching orientations; Dube, Chebat, and Morin (1995) obtained activation to encourage affiliative tendencies at retailing facilities; in contrast, Sherman, Mathur, and Smith (1997) did not find any effect on the attitude toward the facility. A naturalistic survey which was collected at various retailing venues yielded that activation enhances approaching orientations, fosters affiliative tendencies and prolongs the duration of the visit, but does not influence unplanned spending, in pleasant settings, and does not exhibit any effects in unpleasant settings (Donovan and Rossiter 1982). In contrast, a similar survey which was collected at discount department stores did not observe any effects on unplanned extensions of the visit and on unplanned spending in pleasant settings as well as on unplanned extensions of the visit in unpleasant settings, but found a discouraging effect on unplanned spending in unpleasant settings (Donovan, Rossiter, Marcoolyn, and Nesdale 1994).

This pattern of empirical results indicates that pleasantness may be an immediate antecedent of shopping behavior, while the influence of activation may be subject to the moderating effect of another variable. An inspection of the inconsistent findings provides a hint as to the possible moderating factor. Let us compare the results of Smith and Curnow (1966) and Milliman (1982), on the one hand, with the results of Sherman,

Mathur, and Smith (1997), on the other hand. Smith and Curnow (1966) obtained that *loud* music shortens the duration of a shopping visit at a retailing facility. Milliman (1982) found that *fast* music discourages spending. Since musical volume (Wedin 1972) and musical tempo (Holbrook and Anand 1990; Holbrook and Gardner 1993; Kellaris and Kent 1991, 1993) have been found to intensify activation, this quality of a customer's subjective experience may be mediating the environmental effects. On the other hand, Sherman, Mathur, and Smith (1997) found that activation prolongs the duration of shopping visits.

In spite of the fact that the previous three studies did not consider or measure motivational orientation, their operational definitions provide a relatively unambiguous indication to subjects' motivational state. The former two projects observed customers in supermarkets, while the third one – customers in a mall-based fashion store. We may make the plausible assumption that shopping for groceries is commonly conceived of as a problem to be dealt with in the most efficient manner. In other words, people are likely to undertake this activity in a problem-directed (instrumental) motivational state. In contrast, consumers frequently stroll around fashion stores as a form of leisure on weekends and holidays. Consequently, we may conclude that fashion stores are generally patronized in an experiential state. In this light, the contradictory findings become readily explicable: motivational orientation moderated the influence of activation on pleasantness, which, in turn, affected shopping behavior (i.e., the duration of the visit and spending).

The remaining two naturalistic projects – Donovan and Rossiter (1982) and Donovan, Rossiter, Marcoolyn, and Nesdale (1994) – collected data at retailing venues

and at times which preclude unambiguous inferences as to the motivational orientation of the customers. Donovan and Rossiter's (1982) subjects were instructed to visit eleven different retail venues, which included a full-line department store and an apparel boutique as well as a supermarket and a drugstore, on various days and at various times. Donovan et al. (1994) administered their questionnaire to customers at discount department stores. In both empirical designs, some respondents could have entertained an experiential motivational orientation, while others could have held a problem-directed orientation.

Finally, Baker, Levy, and Grewal (1992) and Dube, Chebat, and Morin (1995) collected their data in a laboratory setting which does not provide any indication to the predominating motivational state of the subjects.

In conclusion, the inconsistent empirical evidence with respect to environmental influences on shopping behavior indicates to a possible moderating role of motivational orientation in the relationship between activation and pleasantness.

TABLE 2-1
Shopping Behavior as a Function of Pleasantness and Activation

SHOPPING BEHAVIORS	PLEASANTNESS	ACTIVATION	
		Pleasant Setting	Unpleasant Setting
Approaching Orientations	P Baker et al. (1992) P Donovan and Rossiter (1982) P Hui and Bateson (1991) O Spies et al. (1997)	P Baker et al. (1992) *	
		P Donovan and Rossiter (1982)	O Donovan and Rossiter (1982)
Purchasing Intentions/ Spending	P Sherman et al. (1997) O Spies et al. (1997)	N Milliman (1982) * P Sherman et al. (1997) * O Smith and Curnow (1966) *	
Duration of the Visit	P Donovan and Rossiter (1982) O Sherman et al. (1997) P Spies et al. (1997)	P Donovan and Rossiter (1982)	O Donovan and Rossiter (1982)
		N Smith and Curnow (1966) * P Sherman et al. (1997) *	
Affiliative Tendencies	P Donovan and Rossiter (1982) P Dube et al. (1995)	P Donovan and Rossiter (1982)	O Donovan and Rossiter (1982)
			P Dube et al. (1995) *

TABLE 2-1 - Continued

SHOPPING BEHAVIORS	PLEASANTNESS	ACTIVATION	
		<u>Pleasant Setting</u>	<u>Unpleasant Setting</u>
Unplanned Spending	P Donovan and Rossiter (1982) P Donovan et al. (1994) P Spies et al. (1997)	O Donovan and Rossiter (1982) O Donovan et al. (1994)	O Donovan and Rossiter (1982) N Donovan et al. (1994)
Unplanned Extension of the Visit	P Donovan et al. (1994)	O Donovan et al. (1994)	O Donovan et al. (1994)
Satisfaction/ Attitude	P Sherman et al. (1997) P Spies et al. (1997) P Yoo et al. (1998)	O Sherman et al. (1997) *	

P \Rightarrow positive relationshipO \Rightarrow no relationshipN \Rightarrow negative relationship* \Rightarrow The effect of activation is not controlled for the level of pleasantness.

CHAPTER 3 DEFINITION OF THE THEORETICAL CONSTRUCTS

The theoretical model (Figure 4-1) builds upon the “inverted-U” (e.g., Berlyne 1960, 1971) and the reversal (Apter 1982) models. The present model proposes that motivational orientation – *telic* (instrumental, extrinsic) or *paratelic* (experiential, intrinsic) – moderates the influence of activation on pleasantness: activation decreases pleasantness in telic motivational states, but increases it in paratelic states. The moderating influence of motivational orientation lies in the fact that consumers experience intense activation as unpleasant tension when in telic states and as pleasant excitement when in paratelic states; conversely, little activation is experienced as pleasant relaxation in a telic state and as unpleasant boredom in a paratelic state (Apter 1982).

This chapter defines the theoretical constructs – motivational orientation, activation, and pleasantness – which constitute the building blocks of the conceptual proposition.

Motivational Orientation

Unless the subsequent exposition indicates otherwise, the following definition rests on Apter’s (1982) theoretical discussion.

Motivational orientation – telic (instrumental, extrinsic) or paratelic (experiential, intrinsic) – defines the direction, or goal, of behavior (Apter 1982, pp. 40, 42; Deci 1975,

pp. 23-24). Table 3-1 describes the paratelic and telic motivational orientations with respect to a number of discriminative characteristics.

Inceptive Status. The telic motivational orientation arises when the consumer becomes aware of an outstanding need, a phenomenological state inferior to one's subjective adaptational level, and strives after the satisfaction of this need (e.g., to replenish the household stock of groceries).

On the basis of empirical data, Berlyne (1960, pp. 186-192) suggests that as soon as individuals accumulate a disposable reserve of energy (i.e., a surplus of energy over some indispensable amount that, for example, underlies and ensures physiological maintenance), they strive to "get rid of" (to reduce) this reserve. The paratelic motivational orientation arises when the consumer strives to reduce one's disposable reserve, without recognizing an outstanding need the satisfaction of which might require a part or the whole of this reserve.

Concomitant Affective Experiences. The recognition of an outstanding need induces an *anxious* feeling which is experienced as aversive. Having successfully satisfied the need, the individual feels pleasant *relaxation*. In contrast, in *paratelic* motivational states, as a result of the individual's activation subsiding below the desirable level, the individual experiences unpleasant *boredom*, and begins seeking *excitement* which is felt as pleasant.

Discretionary Nature of the Activity. The motivational orientations differ with respect to the discretionary nature of the undertaken activity. The objective of a telic state lies in the satisfaction of an outstanding need: the individual undertakes some actions with the particular purpose of satisfying the particular need. The purpose and nature of

the undertaken activity are determined by the nature of the need: e.g., the consumer will go to a supermarket, if (s)he has a need of groceries, but will go to a department or specialty store, if (s)he needs a sweater. In consequence, both the activity and its purpose are experienced as *unavoidable (imposed)*.

In contrast, the objective of a paratelic state is to expend disposable energy. The individual has a host of various entertaining activities at one's disposal from which (s)he chooses one pursuit to engage in. Unless the activity proves adequately exciting, the individual may abandon it and take up another pursuit. As a result, the activity and its goal are experienced as *avoidable (voluntary)*.

Theoretical and empirical support for the contention that discretion differentiates between the paratelic and telic motivational orientations has been furnished by investigations on leisure pursuits. Ennis (1968, pp. 526-527, 529-531) concludes that the freedom to undertake an activity constitutes the principal distinction between leisure and work. Kelly (1972) and Neulinger (1981, pp. 30-31) contend that the perception of freedom, rather than the individual's actual state, underlies this distinction. DeCharms (1968, p. 328) and Deci and Ryan (1985, pp. 32 and 38) emphasize that the perception of an internal locus of control underlies intrinsic motives. Kelly (1978, pp. 253-255) focused on motivations for engaging in leisure activities, and obtained that motives implying discretion were more frequently mentioned than motives implying obligation. Iso-Ahola (1979) and Unger and Kernan (1983) likewise found that the perception of freedom characterizes leisure pursuits.

Reversal of Means and Ends. The motivational orientations are distinguished by a characteristic *reversal of means and ends*. In telic states, the individual undertakes actions

solely for the purpose of achieving the unavoidable and imposed goal. (S)he concentrates on the goal and derives satisfaction from achieving it. The particular activity constitutes the mere means toward the goal.

In contrast, in paratelic states, the individual engages in an activity to expend disposable energy. (S)he focuses on the activity and derives satisfaction directly from carrying it out. In other words, the activity constitutes the ultimate purpose, while any ostensible goal serves merely to structure and justify it. In essence, the ostensible goal becomes the means for pursuing the activity which constitutes the actual goal.

Apter contends that one can verify whether an activity is carried out as paratelic or telic by the individual's willingness to terminate this activity and receive its outcome.

In support of the proposition for a reversal of means and ends, Deci (1975) distinguishes between *extrinsic* and *intrinsic* motivations. The former motives instigate an activity which brings about the achievement of a goal; this achievement, in turn, produces a rewarding internal state. In contrast, *intrinsic* motives foster an activity which engenders a rewarding experience in and of itself and, therefore, constitutes an end in itself and is carried out for its own sake (pp. 23-24).

London, Crandall, and Fitzgibbons (1977) identified the derivation of intrinsic satisfaction as an ubiquitous need which underlies all engagement in leisure pursuits. People were observed to mention intrinsic satisfaction as a reason to undertake a leisure pursuit 52% of the time, and to indicate intrinsic satisfaction as the most important reason 76% of the time (Kelly 1978). Iso-Ahola (1979) and Unger and Kernan (1983) obtained empirical evidence in support of the discriminative capacity of intrinsic satisfaction as well.

Significance of the Goal. Another principal distinction between a paratelic and a telic goal lies in their overall *significance*. The successful achievement of a telic goal usually serves as a step towards the attainment of a broader telic goal. In this sense, a telic goal derives its significance not only from the alleviation of a current pending need, but also from facilitating the satisfaction of a more general need: a telic goal essentially points beyond itself. As an illustration, the successful passing of an examination promotes a student's final graduation, which, in turn, enhances his or her occupational prospects.

In contrast, the paratelic objective of exhausting one's disposable energy is encapsulated within the boundaries of the present and bears no implications for the future well-being of the person. Apter maintains that significant goals are preferred in telic states, while insignificant goals are preferred in paratelic states. In fact, as soon as an individual regards a paratelic goal as significant for the future, (s)he reverts from a paratelic to a telic frame of mind.

Phenomenological Frame. Since indulging in exhilarating pursuits may become dangerous or harmful (e.g., impulsive purchases may deplete one's financial means and preclude the fulfillment of one's responsibilities to dependent others), paratelic activities are carried out within a *protective frame* (i.e., a phenomenological context which the individual considers as different from and separate from his or her ordinary contexts) (Apter 1991). Bateson (1955) elucidates the security-inducing quality of protective frames by explicating that the contexts which "accommodate" playful activities bear a double meaning: on the one hand, circumstances and behaviors represent themselves; on the other hand, circumstances and behaviors stand for other circumstances and behaviors,

but do not denote what these other ones do. The *Fantasea Reef* restaurant in Atlantic City (Figure 3-1) provides a telling illustration of the construct. People may interpret the surrounding context either in terms of the representational reality (e.g., under the sea), or in terms of the actual reality (e.g., a decorated room). The ambience *stands for* the experience of being under the sea, but does not *entail* all its implications (e.g., having to accommodate tremendous pressure and complete darkness). In consequence, customers may indulge in the enjoyable aspects of the situation, without suffering the unpalatable ones. If the representational experience becomes distressful, customers may escape to the comforting construal which the literal meaning affords.

In support of the phenomenological reality of protective frames, Hollender (1977) observed that motives to escape from the ordinary routine explained 25% of the variance in motivations for camping, and tended to be significantly more important for taking the decision to camp than motives to repeat mundane activities. Kelly (1978) looked into the percentage of leisure activities that are described as different from one's work, and found this percentage to amount to 97 in one sample and to 88 in another sample. Hawes (1978) identified escape from pressures and peace of mind as the most important benefits which people report to derive from leisure pursuits. Unger and Kernan (1983) found that the feeling of immersion in a different subjective world characterizes leisure pursuits.

The consistent differentiation between the paratelic and telic motivational orientations brings up the question of whether this distinction applies to the marketing domain. If people undertook consumptive or shopping activities in a telic frame of mind only, the theoretical implications under discussion would not have any relevance to

marketing. The subsequent section provides empirical evidence for the natural occurrence of both motivational propensities in the marketing field.

The Motivational Distinction in Marketing Contexts

As early as 1957, Alderson classified the various behaviors of consumers into two categories - *instrumental* and *congenial* – on the basis of the outstanding goal. The congenial category encompasses those activities which the individual derives immediate satisfaction from and which (s)he maintains for their own sake. In contrast, *instrumental* behaviors comprise those activities that are regarded as necessary steps on the road to a congenial pursuit (p. 168).

In the early 80s, Holbrook and Hirschman revitalized the interest in congenial behavior. They focused the attention on the multisensory images that consumers may imagine or recall, and on the emotional experiences that consumers may entertain with respect to products. These cognitive and affective processes were designated as *hedonic* consumption (Hirschman and Holbrook 1982) and were contrasted with *informational processing* on a series of aspects: environmental antecedent factors, consumer-inherent antecedent factors, mediating cognitive and affective processes, behavioral outcomes, and evaluative criteria (Holbrook and Hirschman 1982).

Tauber (1972) collected comprehensive interviews from a convenience sample of thirty individuals, and established that people did report to undertake shopping out of paratelic motives, which he further divided into two classes: *personal* and *social*. The class of *personal* motives comprises: (1) *role playing* (The consumer enacts a desirable social role [e.g. that of a housewife] in the course of shopping.); (2) *diversion* (The

consumer undertakes shopping as a leisure activity.); (3) *self-gratification* (The consumer alleviates unpleasant emotions by spending money on oneself.); (4) *learning about novel trends* (The consumer shops to keep oneself abreast of the latest innovations or styles.); (5) *physical activity* (The consumer shops for exercise.); (6) *sensory stimulation* (The consumer enjoys pleasant sensory experiences during shopping.).

The class of *social* motives includes: (7) *social experiences outside the home* (Consumers seek to make new acquaintances in the course of shopping.); (8) *communication with others having a similar interest* (In the course of shopping for products or services which are related to a hobby, a consumer encounters people who share his or her interests, and interacts with knowledgeable sales associates.); (9) *peer group attraction* (Patronizing a retailing facility may enable a consumer to associate with his or her membership or reference groups.); (10) *authority and status* (Being waited upon by sales associates enhances the self-perceived authority and status of the consumer.); (11) *pleasure of bargaining* (Some consumers enjoy bargaining. Under the currently predominating fixed prices, consumers bargain by engaging in comparative shopping or by finding out sales.)

Westbrook and Black (1985) elaborated on Tauber's typology: they combined several motives into single classes and added two new classes: (1) *role enactment* (Westbrook and Black's understanding of this motivation corresponds to Tauber's definition.); (2) *stimulation* (This motivational category encompasses five of Tauber's motives: from No. 2 through No. 7 of the preceding list.); (3) *affiliation* (This motivational category comprises three of Tauber's motives: from No. 8 through No. 10 of the preceding list.); (4) *authority and power* (This motivational class corresponds to

Tauber's motivation of *authority and status* and, in addition, includes the satisfaction from gaining the upper hand in a bargain.); (5) *negotiation* (The individual strives after economic, as compared to personal, advantages from bargaining.); (6) *anticipated utility* (In the course of shopping, the individual may derive satisfaction from the anticipated consumption of the product or service.); (7) *choice optimization* (The consumer derives pleasure from the process of seeking for that product or service that best meets his or her requirements.)

Westbrook and Black furnished empirical evidence in support of their typology, and subsequently translated it into a more generalized classification comprising three classes only: (1) shopping for the procurement of needed products or services; (2) shopping for the satisfaction of needs which are unrelated to the particular products or services, and (3) shopping out of both motives. However, this classification was not subject to an empirical test.

A profiling of shoppers furnished additional support for the distinction between paratelic and telic shopping motives (Bellenger and Korgaonkar 1980). Shopping motivation was defined as satisfaction from shopping: those respondents who disclosed relatively more satisfaction from shopping were classified as *recreational* shoppers, while those who disclosed relatively less satisfaction – as *economic* or *convenience* shoppers. The two classes were observed to differ in a number of aspects. Firstly, recreational shoppers were found to be more inclined to patronize closed malls or department stores, to make more unplanned purchases, to spend more time per trip, and to continue shopping after having made a purchase. Secondly, they were found to be more likely to seek for and gather information. Thirdly, they tended to be female and to

come from white-collar households. Finally, they were inclined to prefer social interaction and outdoor activities.

On the basis of this theoretical distinction, Babin, Darden, and Griffin (1994) devised and validated a multi-item self-report scale to assess utilitarian and hedonic shopping values.

The paratelic motivational orientation underlies consumptive activities as well. Idiographic and ethnographic accounts provide descriptive evidence that individuals pursue skydiving (Celsi, Rose, and Leigh 1993), undertake a white-water rafting trip (Arnould and Price 1993), participate in a historical enactment (Belk and Costa 1998), ride a Harley-Davidson motorcycle (Schouten and McAlexander 1995), or trade at an informal market (Sherry 1990a, b) out of paratelic motives.

This section defined the construct of motivational orientation and demonstrated its relevance for marketing contexts. The subsequent sections address the remaining two theoretical constructs: activation and pleasantness.

Activation

Three different theoretical approaches – physiological, psychological, and phenomenological – have addressed the phenomenon of activation (arousal).

The *physiological* perspective defines activation as the expenditure (mobilization, release) of the potential energy which is collected in the tissues (Duffy 1962, p. 17). This theoretical approach focuses on the investigation and measurement of the sympathetic, electrocortical, and somatic (behavioral) manifestations of activation. Initial physiological models advocated a single energizing mechanism, the ascending reticular

activating system (e.g., Duffy 1962, pp. 34-49; Malmö 1959; Moruzzi and Magoun 1949; Lindsley 1957). Subsequent models identified more complex neurophysiological patterns. For example, Vanderwolf and Robinson (1981) established the presence of two different energizing mechanisms – one mechanism for the activation of voluntary, purposeful, behaviors and another mechanism for the activation of automatic responses (e.g., a startle). Berntson, Cacioppo and Quigley (1991) obtained empirical evidence which disconfirms the Doctrine of Autonomic Reciprocity (i.e., the contention that the sympathetic and parasympathetic branches of the autonomic nervous system are subject to reciprocal central control so that an increase in the activity of one branch is associated with a decrease in the activity of the other) and establishes that the sympathetic and parasympathetic branches can independently innervate effectors (e.g., the heart).

The *psychological* perspective defines activation as the common behavioral effects of a number of different factors (e.g., incentives, anxiety, intense noise, introversion/ extraversion, time of day, etc.) (Eysenck 1982, p. 3). This theoretical approach manipulates activation (e.g., through the experimental induction of anxiety, or the exposure of experimental subjects to different levels of noise, or the presentation of different amounts of incentive) or measures activation (e.g., through the assessment of dispositional extraversion/ introversion which has been found to correlate with arousal), and observes its effects on various behaviors (e.g., performance on principal and subsidiary tasks). The empirical investigations have yielded inconsistent evidence: e.g., anxiety does not influence performance on principal tasks and impairs performance on subsidiary tasks, while incentives enhance performance on principal tasks and impair or do not affect performance on subsidiary tasks (Eysenck 1982, p. 51). On the basis of the

empirical evidence, the psychological approach relinquishes the conception of activation as a homogenous psychophysiological state, and advances a distinction between involuntary and voluntary activation (Eysenck 1982; p. 182) or proposes the separate investigation of the different psychobiological states (e.g., happiness, anxiety, anger) (Neiss 1988).

The *phenomenological* perspective defines the construct of activation as the subjective experience of the mobilization of one's energy (Russell and Feldman Barrett 1999, p. 809). This theoretical approach measures activation by means of self-report semantic-differential scales which are described with affective adjectives: e.g., *relaxed, calm, sluggish, dull, sleepy*, and *unaroused* vs. *stimulated, excited, frenzied, jittery, wide-awake*, and *aroused* (Mehrabian and Russell 1974, p. 216). Extensive empirical evidence has furnished support for the validity of this phenomenological conception of activation (Feldman Barrett and Russell 1998; Mehrabian and Russell 1974; Russell 1978, 1983; Russell and Mehrabian 1977; Russell, Ward and Pratt in Russell and Pratt 1980, pp. 312-313; Yik, Russell, and Feldman Barrett 1999).

For the purposes of the present paper, the construct of *activation* designates the subjective experience of the expenditure of energy. The theoretical model adopts the phenomenological definition because, as the subsequent section explains, the hedonic quality (pleasantness) of an affective experience rests on the evaluation of a stimulus as conducive or obstructive to the achievement of an outstanding goal. In other words, the evaluation of activation is conditional on the individual's perceiving his or her psychophysiological state first. Therefore, the model considers subjective, rather than actual, activation.

This phenomenological definition further rests on the fact that objective physiological measures exhibit weak inter-correlations (Buck 1976; Lacey 1967). Experimental evidence has demonstrated that self-report measures correlate with composite indices of physiological indicators more strongly than these indicators correlate among one another. Thayer (1967) obtained this effect with a composite index of electrodermal activity and heart rate. Three years later, the same investigator reported similar findings with an index of electrodermal activity, muscle-action potential, finger blood volume, and heart rate (Thayer 1970). Thayer (1978) advanced the plausible explanation that, while physiological systems may become activated in varying degrees at a given time, individuals are capable of integrating the different pieces of internal information and report one's current degree of activation with a satisfactory accuracy.

Pleasantness

The conception of *pleasantness* as the hedonic quality of affective states has been unanimously advanced by multiple scholars. Three streams of theoretical and empirical study have established independent supportive evidence.

In the first place, exploratory investigations into facial affective expressions have invariably yielded *pleasantness* as one underlying quality. An informative discussion of this evidence is found in Russell (1980, pp. 1162-3).

Another stream of exploratory work, which investigates affective terminology, has likewise observed an invariable underlying hedonic dimension (e.g. Mehrabian and Russell 1974; Russell 1979, 1980, 1983; Russell, Lewicka, and Niit 1989; Russell and Mehrabian 1977; Russell and Pratt 1980). Smith and Ellsworth (1985) undertook to

examine fifteen emotional experiences and obtained that *pleasantness* discriminates among these states best.

Finally, theoretical models on emotional appraisals have demonstrated the fundamental importance of an underlying hedonic dimension for the successful discrimination among the multitude of affective states. For the purposes of the present model, *appraisal* is defined in accordance with Smith and Lazarus (1990) as a mental representation comprising an evaluative and a cognitive components. The *evaluative* component, primary appraisal, answers the questions of whether and how a stimulus affects one's personal goals. Should a stimulus be believed as inconsequential for one's well-being, an affective experience does not ensue. In contrast, a stimulus may be believed significant for an individual's adaptation. In these cases, a pleasant affective response arises, if the stimulus is perceived as conducive to the achievement of one's goals. Conversely, should a stimulus be regarded as obstructive to one's goals, an unpleasant affective state results. In other words, the hedonic quality of affective states reflects the adaptational implications of a stimulus.

The *cognitive* component, secondary appraisal, comprises a combination of expectations, attributions, and beliefs that discriminate and underlie the particular emotional experiences (e.g., sadness, anxiety, anger). This component does not possess immediate relevance for the present theoretical model.

Both theoretical and empirical studies have established the subjective validity of evaluative appraisals. Scherer (1982, p. 577) defines *emotion* in an identical manner, i.e. as an evaluation of the implications of a stimulus for one's personal goals, plans, or preferences. Roseman, Spindel, and Hose (1990) and Roseman (1991) observed that the

dimension of *situational state*, defined as whether a stimulus is regarded as consistent or inconsistent with one's motives, discriminates pleasant from unpleasant emotional experiences best. Smith and Lazarus (1993) and Smith, Haynes, Lazarus, and Pope (1993) likewise obtained empirical evidence in support of the phenomenological reality of protective frames.

The previous theoretical models on emotional appraisals have demonstrated that a hedonic experience is induced as soon as a stimulus is evaluated as conducive or obstructive to one's goals, which determines the natural prevalence of pleasantness and its fundamental capacity for discriminating among the multitude of affective states.

The subsequent chapter derives and discusses the theoretical proposition.

TABLE 3-1
Telic vs. Paratelic Motivations

	TELIC	PARATELIC
Inceptive Status	perception of an outstanding need	perception of no outstanding needs available disposable energy
Affective Experiences	relaxation/ tension	boredom/ excitement
Discretion	no	yes
Significance of Goal	for the future	for the present
Reversal of Means and Ends	activity = the means its goal = the ends	activity = the ends its goal = the means
Phenomenological Frame	ordinary interpretation of the context	extraordinary interpretation of the context



Figure 3-1. Extraordinary context.

CHAPTER 4 THEORETICAL MODEL

We all remember and cherish that amusing vignette from Chapter 2 of Mark Twain's *The Adventures of Tom Sawyer* which relates how Tom persuades Ben Rogers to take over the painting of Aunt Polly's board fence. Tom looks upon painting the fence as a domestic chore, which he needs to complete in order to escape reprimands and punishment. Conversely, Ben is wheedled into perceiving it as desirable and exciting play. In the final analysis, while Ben is *eagerly* toiling under the sun, Tom is *joyfully* relaxing in the shade of a nearby tree. This behavioral sketch, which Twain so masterfully depicts, illustrates the inconsistent relationship between activation and pleasantness.

The present theoretical model addresses the problem of why the identical behavior may produce either a pleasant or an unpleasant experience for an individual. Telic motivational states begin with the consumer becoming aware of an outstanding need (e.g., to replenish one's household stock of groceries). (S)he undertakes an appropriate activity (e.g., shopping for groceries) for the satisfaction of the particular need. The purpose and nature of the activity are determined by the nature of the need: e.g., the consumer will go to a supermarket, if (s)he needs groceries, but will go to a department or specialty store, if (s)he needs a sweater. This external determination of the nature of the activity indicates that the energy which the individual invests into this activity has a positive (i.e., greater than zero) opportunity cost: the consumer would

prefer to invest the energy into an activity of choice. On this basis, the theoretical model suggests that consumers strive to satisfy their pending needs in an *efficient* manner (i.e., with a *minimal* expense of energy). Consequently, a low level of activation (i.e., the investment of little energy) is perceived as conducive to the *efficient* satisfaction of the pending need, and is accordingly experienced as pleasant. Conversely, a high level of activation (i.e., the investment of much energy) is regarded as obstructive to the achievement of this goal, and is accordingly experienced as unpleasant.

In contrast, the investment of energy constitutes the means for a reduction in one's disposable energy. People normally have a variety of appealing pursuits at their disposal, from which they may choose one to engage in (e.g., shopping for diversion). Unless the occupation proves adequately involving or energetic, the individual may abandon it and take up another one: the nature of the activity is at the person's discretion. In addition, since the consumer undertakes an activity of choice, the energy which (s)he invests into it may be conceived of as having an opportunity cost of zero. In consequence, a high level of activation is considered as conducive to a reduction in disposable energy, and is therefore experienced as appealing in paratelic motivational states. In contrast, a low level of activation is regarded as obstructive to this goal, and is therefore experienced as aversive.

The subsequent hypothetical example provides an illustration of the preceding theoretical discussion. Let us imagine Margaret, our protagonist, as she is shopping for a T-shirt on two different occasions. On one occasion, she is leaving for a trip on the following day. She has been packing her luggage for some time, when she discovers that she will need one additional T-shirt. She has a lot of other tasks to take care of, but goes

to a department store to purchase the item. On another occasion, she is having a day-off, and is shopping for diversion.

Figure 4-1 represents the subjective state of Margaret on the two occasions: the right-hand curve designates the pre-trip day, the left-hand curve – the day-off. Let us assume that she possesses identical amounts of indispensable and disposable energy on both occasions. Point A_2 indicates the amount of activation which utilizes Margaret's entire *disposable* reserve. All points to the right of A_2 stand for levels of activation which consume increasing portions of her *indispensable* energy. In contrast, point A_1 identifies the smallest quantity of activation which is required for the satisfaction of a need.

Let us consider Margaret's subjective experience at point A_2 first. On the pre-trip day she is investing all her disposable energy into the purchasing task. The shopping activity is leaving her without a disposable reserve for eventual discretionary pursuits. She is satisfying her need for a T-shirt at a relatively high cost, and, therefore, is experiencing the shopping activity (i.e., the activation) as unpleasant. In contrast, on her day-off, she has found a discretionary occupation which is providing her with an opportunity to "get rid of" her entire disposable energy. Since she is deriving gratification from the reduction in disposable energy itself, she is experiencing the shopping activity as pleasant.

What transpires between A_1 and A_2 ? At any successive point to the left of A_2 , Margaret is feeling increasing pleasantness on the pre-trip day, because she is expending a diminishing cost, and preserving an expanding portion of her disposable reserve for eventual discretionary pursuits. In contrast, she is experiencing decreasing pleasantness on the day-off.

The degrees of activation to the right of A_2 consume growing portions of Margaret's indispensable energy. On the pre-trip day, she is experiencing every successive increment in activation as increasingly aversive, as the satisfaction of her need is requiring mounting costs. But why is she not feeling rising pleasantness on her day-off? As soon as the discretionary occupation encroaches upon her indispensable energy (e.g., she begins to feel her feet aching), she *recognizes the need* for recuperative rest. In other words, she relinquishes the paratelic motivational orientation and adopts the telic one. In consequence, from this point on, her subjective state is represented with the left-hand curve: all investments of energy are experienced as unappealing.

What happens at the point A_1 ? On the day-off, Margaret has discovered a meager opportunity for the application of her disposable energy, and is consequently deriving little gratification from the shopping activity. In contrast, on the pre-trip day, she has found an "economical" means for the satisfaction of her need, and, as a result, is experiencing a pleasant feeling. Upon a satisfactory achievement of all telic goals (i.e., having packed all her luggage), she may not recognize other pending needs. In this case, she will assume a paratelic motivational orientation, and experience the inactivity (i.e., the low level of activation) as unpleasant.

Extensive investigations into the underlying properties of subjective experiences have identified a pair of orthogonal dimensions which agree with the present theoretical model. The first dimension is designated as *unpleasant activation vs. pleasant deactivation* (Larsen and Diener 1992) or as *tension vs. calmness* (Thayer 1989, 1996), and is described with the affective adjectives *stressed, nervous vs. serene, relaxed* (Feldman Barrett and Russell 1998) or *distressed, fearful, hostile, jittery, nervous,*

scornful vs. *at rest, calm, placid, relaxed* (Watson and Tellegen 1985). Larsen and Diener (1992) denote the second axis as *pleasant activation* vs. *unpleasant deactivation*, while Thayer (1989, 1996) names it *energy* vs. *fatigue*; the affective adjectives *excited, elated* vs. *bored, depressed* (Feldman Barrett and Russell 1998) or *active, elated, enthusiastic, excited, peppy, strong* vs. *drowsy, dull, sleepy, sluggish* (Watson and Tellegen 1985) represent the endpoints of this axis. This dimensional structure unambiguously agrees with the conceptual model: the first axis reflects the relationship between activation and pleasantness in *telic* motivational states, the second axis – in *paratelic* states.

The preceding discussion finds a formal expression in the subsequent prediction:

Proposition: Motivational orientation moderates the influence of activation on pleasantness: activation (*a*) decreases pleasantness in telic states and (*b*) increases pleasantness in paratelic states.

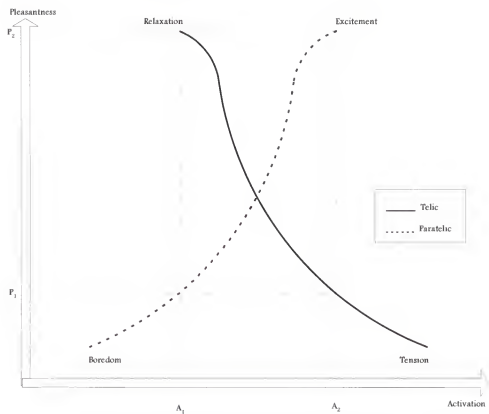


Figure 4-1. Theoretical framework.

CHAPTER 5

EMPIRICAL SECTION: OVERVIEW

The subsequent five chapters describe four empirical studies, which test the theoretical proposition. This sequence of studies includes two different experimental manipulations of motivational orientation and seven different inductions of activation. In all four studies, the manipulations and measures were administered in a shopping context. The present chapter describes those experimental procedures, manipulations, and measures which are common to all studies. The following four chapters describe and discuss the individual studies.

Procedure. The empirical operations followed an identical sequence in all studies. First subjects were instructed to adopt either a telic or a paratelic motivational orientation. Then they were exposed to a deactivating or an activating stimulus. Finally, the subjects indicated the hedonic quality (pleasantness) of their subjective experience with the stimulus. The questionnaires concluded with an assessment of the effectiveness of the experimental manipulations.

Manipulations of Motivational Orientation. One motivational manipulation constitutes a mental simulation. Subjects were instructed to read a hypothetical scenario which described a fictional occasion when the protagonist undertakes shopping either for the procurement of a needed product (i.e., out of a telic motive), or for diversion (i.e., out of a paratelic motive). An approximate half of the samples were randomly assigned to the telic simulation, while the other part – to the paratelic simulation. Table 5-1 contains the

complete texts of these hypothetical stories. Having familiarized themselves with the scenario, subjects described, in five or more sentences, a personal experience along similar lines. This exercise was included into the empirical operations to facilitate the adoption of the respective motivational orientation.

The other motivational manipulation constitutes a computer simulation of a shopping ambience where subjects examined merchandise interactively: the telic treatment required the completion of a shopping task, while the paratelic treatment encouraged browsing for diversion.

Manipulations of Activation. The induction of a low or a high level of activation was accomplished by exposing subjects to a deactivating or an activating shopping context. The manipulation of the activating quality of the experimental stimulus was informed by the extensive empirical evidence that particular properties of color and music as well as environmental complexity influence activation. *Complexity* is defined as the number of the non-redundant components of a configuration (Berlyne 1971, p. 149). This structural quality has consistently been found to intensify activation (Berlyne 1960, p. 178; Mehrabian and Russell 1974, p. 84). The *warmth* of a color has likewise been obtained to affect activation positively: warm colors induce more activation, while cool colors induce less activation. (Ali 1972; Jacobs and Hustmyer 1974; James and Domingos 1953; Nourse and Welch 1971; Wilson 1966). The continuum of coolness/warmth has been identified as: green, blue, violet, yellow, orange, and red; green being the coolest color, and red – the warmest (Mehrabian and Russell 1974, p. 60). Finally, *saturation* (i.e., the subjective experience of the spectral purity of a wavelength) (Hogg

1969) and *musical tempo* (Holbrook and Anand 1990; Holbrook and Gardner 1993; Kellaris and Kent 1991, 1993) have been consistently found to elevate activation.

Measures. All four empirical studies utilized identical measures for the assessment of the experimental manipulations and the dependent variable, pleasantness. The effectiveness of the motivational manipulations was measured by having subjects complete the sentence, "On the present shopping occasion, I want ...," with *eight* seven-point (1 to 7) Likert-type items. Four of the items - *to be purposeful, to get things done, to be task-focused, and to be efficient* - indicated a telic motivational orientation, while the other four - *to feel leisurely, to feel amused, to feel carefree, and to feel entertained* - denoted a paratelic orientation.

Mehrabian and Russell's scale (1974) has been widely used for the assessment of activation. Several anchors of this scale, however, suggest a particular motivational orientation: *annoyed, jittery, melancholic, relaxed, and calm* indicate a telic state, while *excited and bored* imply a paratelic state (Apter 1982). Therefore, four seven-point, from -3 to +3, semantic-differential items (*lifeless/ lively, inert/ energetic, dull/ vigorous, and inactive/ active*) which do not exhibit a motivational connotation were designed for the purposes of the present project. Subjects were instructed to complete, with respect to each item, the sentence: "The atmosphere of this store feels...", in the first study; "The ambience of the store feels...", in the second study; "The ambience felt...", in the third study; and "The musical selection makes me feel...", in the fourth study.

The measurement of the dependent variable, pleasantness, comprised *four* seven-point, from -3 to +3, semantic-differential scales: *displeased/ pleased, dissatisfied/ satisfied, unpleasant/ pleasant, and unhappy/ happy*. With respect to each item, subjects

completed the sentence: "Shopping in this store on the present occasion would make me feel...", in the first and fourth studies; "Shopping in this store on this particular occasion makes me feel...", in the second study; and "The ambience made me feel...", in the third study.

Appendix A contains the complete multi-item measures of the three constructs. Common-factor analyses yielded uni-dimensional solutions for all three scales in all four studies. The composite scales were obtained by averaging their constituent items. A reverse coding of the telic items resulted in a composite motivational measure, so that a higher score on this composite scale indicates a stronger paratelic orientation. Table 5-2 exhibits the means, standard deviations, and Cronbach's alphas of the measuring scales by study.

In Study 1 the constructs of *activation* and *pleasantness* were assessed for every shopping context in an within-subjects design. The requirement for independence of the observations entailed that common-factor analyses be carried out by shopping context for this study. In consequence, six independent factor analyses were carried out on the scale of *activation*, and six – on the scale of *pleasantness*. Table 5-2 presents the ranges of the means, standard deviations, and Cronbach's alphas for the two multi-item measures.

TABLE 5-1
Motivational Manipulation: Scenarios

Telic Motivational Orientation: Scenario

It is Thursday afternoon and you are leaving for a three-day trip on the next day. You have already started packing and you find out that you need one more T-shirt. There are so many things you have to take care of personally that you do not have much time, but you know that you will not be able to do without the additional T-shirt. So you think of a store where you can obtain what you need.

You drive to the mall and enter the Store. You pass by a couple of sections and head straight for where the T-shirts are. You start looking through the available stock and examine a T-shirt.

Paratelic Motivational Orientation: Scenario

It is shortly after noon on a Saturday and none of your friends are around, but you do not feel like staying at home the whole day. It is raining, so you do not want to do anything outdoors either.

So you decide to go to a store to spend a couple of enjoyable hours and have a nice time. You drive to the mall and visit various shops.

You enter a Store and slowly start browsing through the sections. You find some T-shirts and begin considering one of them.

TABLE 5-2
Means, Standard Deviations, and Cronbach's Alphas of the Measuring Scales

	STUDY 1	STUDY 2	STUDY 3	STUDY 4
I. Motivational orientation				
Mean	4.11	3.65	3.97	3.98
Standard deviation	2.08	1.81	1.22	1.87
Cronbach's alpha	.966	.947	.824	.949
II. Arousal				
Mean	2.17-6.66	3.58	3.64	3.98
Standard deviation	0.51-1.41	1.36	1.41	1.79
Cronbach's alpha	.784-.932	.883	.927	.953
III. Pleasantness				
Mean	3.58-5.57	4.49	4.64	4.16
Standard deviation	1.47-2.00	1.30	1.23	1.66
Cronbach's alpha	.947 - .980	.904	.960	.931
IV. Attitude t/d arrangement				
Mean	-	4.94	4.78	-
Standard deviation	-	1.52	1.44	-
V. Individual differences				
Mean	-	5.61	5.72	-
Standard deviation	-	1.04	0.89	-
Cronbach's alpha	-	.928	.886	-

CHAPTER 6

STUDY ONE

The first empirical test was carried out in a correlational design: subjects indicated the hedonic quality (pleasantness) of their subjective experience with three unactivating and three activating *naturalistic* shopping contexts. The retailing ambiances were selected in a manner so as to vary in terms of their activating quality. While the manipulation of motivational orientation was administered in a between-subjects design, the manipulation of activation was administered within subjects in two different random orders. In summary, the empirical study followed a two (motivational orientation: telic vs. paratelic) by two (the presentational sequence of the shopping contexts) between-groups correlational design, where every individual subject was exposed to two levels of activation and three replications of each level.

Subjects. Thirty-one undergraduate students from a large South-Eastern university were invited for a voluntary participation in exchange for one extra-credit point towards introductory marketing classes.

Procedure. First, participating subjects were instructed to adopt either a telic or a paratelic motivational orientation. Then they were exposed to six shopping contexts, and solicited to indicate their subjective pleasantness with every context. The questionnaire concluded with the measures of the independent variables.

Manipulation of Motivational Orientation. The first motivational manipulation – the mental simulation – was administered in this study.

Manipulation of Activation. Three comparatively *complex* ambiences of relatively *saturated* and *warm* colors were selected for the activating treatment; conversely, three comparatively *simple* contexts in relatively *unsaturated* and *cool* colors were chosen for the deactivating treatment (Figure 6-1). Ambiences (*a*), (*b*), and (*c*) constituted the activating stimuli, the remaining three ambiences – the unactivating stimuli. Contexts (*a*) and (*d*) comprised the first replicate, contexts (*b*) and (*e*) – the second replicate, and, finally, contexts (*c*) and (*f*) – the third one.

Every shopping context was exhibited for thirty seconds on a large screen. Every subject was exposed to all six retailing ambiences, whereby the factor of activation was manipulated in an within-subjects design. The shopping contexts were exhibited in two random orders: an approximate half of the sample were exposed to one order, the other part – to an alternative order. Since the retailing ambiences were presented on a large screen before all the subjects of a particular session, the presentational sequences were replicated in multiple sessions, so that their effects might be distinguishable from the effects of the testing periods.

Manipulation Checks. The subjects from the paratelic condition indicated a stronger inclination for diversion than the subjects from the telic condition ($F=81.56$, $p<.01$, $df_{\text{error}}=29$; 5.81 vs. 2.30).

A repeated-measures analysis of variance verified the effectiveness of the manipulation of activation. The strong main effect of this factor ($F=269.98$, $p<.01$, $df_{\text{error}}=29$; 6.35 vs. 3.17) was qualified by a significant interaction with the replicates ($F=16.46$, $p<.01$, $df_{\text{error}}=28$). The *third* replicate generated the largest difference ($F=233.28$, $p<.01$, $df_{\text{error}}=29$; 6.45 vs. 2.18), the *first* replicate produced a smaller

difference ($F=164.60$, $p<.01$, $df_{\text{error}}=29$; 6.66 vs. 3.59), and, finally, the *second* one yielded the smallest effect ($F=50.01$, $p<.01$, $df_{\text{error}}=29$; 5.93 vs. 3.74). For all three replicates, however, the comparatively complex ambiances of relatively saturated and warm colors were reported to be more activating than the comparatively simple contexts in relatively unsaturated and cool colors. The presentational sequences did not qualify either the manipulation of activation ($F=.89$, $p>.10$, $df_{\text{error}}=29$) or the interaction of activation with the replicates ($F=.93$, $p>.10$, $df_{\text{error}}=28$).

Results. A repeated-measures analysis of variance yielded the anticipated moderating influence of motivational orientation on the relationship between activation and pleasantness ($F=21.78$, $p<.01$, $df_{\text{error}}=27$) (Figure 6-2). Neither the presentational sequences ($F=.11$, $p>.10$, $df_{\text{error}}=27$), nor the replicates ($F=.14$, $p>.10$, $df_{\text{error}}=26$), interacted with this moderating effect. While the paratelic subjects experienced the high level of activation as more pleasurable ($F=35.33$, $p<.01$, $df_{\text{error}}=14$; 5.92 vs. 4.15), the telic subjects experienced the low level as more pleasant ($F=4.79$, $p<.05$, $df_{\text{error}}=13$; 5.41 vs. 4.06).

Discussion. The first empirical study furnished evidence that activation relates positively to pleasantness in paratelic motivational states, but relates negatively to pleasantness in telic states. The empirical design, however, does not allow for a causal conclusion: the treatments of activation utilized naturalistic shopping contexts, which might systematically differ among one another on properties other than activation. In other words, the operational definition of activation precluded a definitive conclusion with respect to its causal influence. This empirical limitation necessitated that the

theoretical proposition be tested with an experimental design, where the respective stimuli differ with respect to their activating properties only.



Figure 6-1. Study One: Experimental stimuli.

a) The Limited, Columbus, Ohio; b) Discovery Channel Destination, Washington, D.C.; c) The Disney Store, Orlando, Florida; d) Birkenstock Flagship Store, San Francisco, California; e) N. Peal, New York City; f) Takashimaya, New York City.

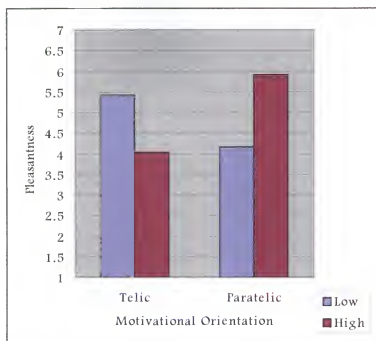


Figure 6-2. Study One: Results.

CHAPTER 7

STUDY TWO

The manipulation of activation utilized experimental stimuli, which were identical in all respects with the exception of their activating quality. The experimental manipulations of both motivational orientation and activation had two levels, thereby resulting in a two (motivational orientation: telic vs. paratelic) by two (activation: low vs. high) between-subjects design.

Subjects. Fifty-three undergraduate students from a large South-Eastern university were invited for a voluntary participation in exchange for the same compensation as in the previous study.

Procedure. The experimental procedure, the motivational manipulation, and the empirical measures were identical to the ones in the previous study with the exception that every subject was exposed to a single treatment of activation.

Manipulation of Activation. The induction of a high or a low level of activation was accomplished by means of a systematic variation in the *saturation* and the *warmth* of color. The activating experimental stimulus (i.e., shopping context) was carried out in comparatively saturated and warm (red, orange, and yellow) shades, while the unactivating stimulus – in relatively unsaturated and cool (green and blue) hues. The shopping contexts were identical with respect to all other environmental components. In addition, the merchandise was exhibited in achromatic – white, gray, and black – shades in the same manner for both levels. Figure 7-1 presents the experimental stimuli.

The subjects were exposed to the shopping contexts on individual screens for ten seconds. Then the ambience disappeared from the screen, and the subject was invited to complete the scales.

Covariates. The questionnaire included two potential covariates – (1) attitude toward the arrangement of the context and (2) individual differences with respect to the pleasantness of activation – so that their effects might be partialled out in the subsequent statistical analysis. The first covariate, the attitude toward the arrangement of the context, was measured by having subjects report the degree to which they agree with the statement, “I like the arrangement of the ambience,” on a seven-point (1 to 7) Likert-type scale. Mehrabian and Russell’s (1974) Arousal Seeking Tendency Scale measured individual differences.

Manipulation Checks. The paratelic subjects indicated having a greater desire for diversion in the course of the hypothetical shopping episode than the telic subjects ($F=158.68$, $p<.01$, $df_{\text{error}}=49$; 5.33 vs. 2.20).

The manipulation of activation, however, did not result in a significant difference on the measure of activation ($F=.02$, $p>.10$, $df_{\text{error}}=49$; 3.59 vs. 3.64). The subsequent discussion considers possible reasons for and implications of this finding.

Results. First the statistical assumptions for an analysis of covariance were tested. The experimental treatments did not influence the attitude toward the arrangement of the context ($F=<2.14$, $p>.10$, $df_{\text{error}}=49$) or individual differences ($F=<2.88$, $p>.05$, $df_{\text{error}}=49$), or interact with these potential covarying variables in their effect on the dependent variable (attitude: $F=<2.12$, $p>.10$, $df_{\text{error}}=45$; individual differences: $F=<1.05$, $p>.10$, $df_{\text{error}}=45$). Consequently, both covariates were included into the statistical analysis.

A two-factor analysis of covariance yielded the moderating effect of motivational orientation ($F=4.42$, $p<.05$, $df_{\text{error}}=47$) (Figure 7-2). The simple effect of activation achieved statistical significance for the telic motivational orientation: the telic subjects experienced the low level of activation as more pleasant than the high level ($F=5.39$, $p<.05$, $df_{\text{error}}=24$; 5.00 vs. 3.97). Despite the fact that the corresponding paratelic conditions yielded means of the anticipated relative magnitudes – 4.70 vs. 4.44 – their difference did not attain significance ($F=.36$, $p>.10$, $df_{\text{error}}=21$). The attitude toward the arrangement of the context had a positive relationship with pleasantness ($F=17.14$, $p<.01$, $df_{\text{error}}=47$), while arousal-seeking tendency – a negative relationship ($F=7.59$, $p<.01$, $df_{\text{error}}=47$).

Discussion. This experimental study furnished support for the theoretical proposition. The low level of activation was experienced as more pleasant than the high level under the telic motivational orientation: those subjects who were instructed to imagine shopping for a telic reason felt greater pleasantness with the deactivating stimulus than with the activating one. Conversely, those subjects who were invited to adopt a paratelic orientation exhibited the opposite tendency.

The non-significant manipulation check of activation does not conclusively indicate that the experimental manipulation did not produce an effect. Psychophysical studies which varied experimental stimuli of similar intensity and duration but had more sensitive measures – galvanic skin response (Jacobs and Hustmyer 1974; Wilson 1966), finger tremor (James and Domingos 1953), or an interval self-report scale with an unambiguous reference point (Hogg 1969) – have consistently demonstrated the activating effect of saturation and warmth.

This empirical study does not address two potential confounding variables. In the first place, the significant effect might have been produced by the particular pair of color schemes: in other words, these particular combinations of colors, rather than the difference in activation, might have interacted with motivational orientation. In the second place, the empirical design did not control for a possible interaction between the manipulation of activation and the particular shopping context which was utilized as an experimental stimulus: the findings might hold true for this particular retailing ambience only. In addition, the simulational nature of the motivational manipulation raises a question about the validity of the findings: subjects' conceptions of their subjective experience in a shopping context on a hypothetical shopping occasion might not accurately represent their experience in the identical situation in real life.

The subsequent experimental design addresses these issues.



(a)



(b)

Figure 7-1. Study Two: Experimental stimuli.

a) Deactivating shopping context; b) Activating shopping context.

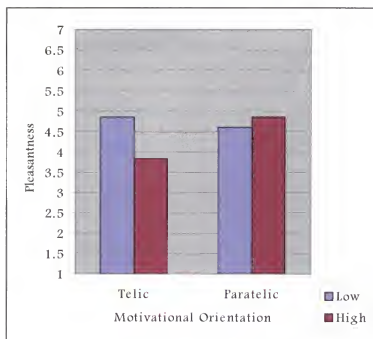


Figure 7-2. Study Two: Results.

CHAPTER 8

STUDY THREE

The third empirical study replicated the second one with a different motivational manipulation and a different pair of color schemes. In addition, the experimental design included two different shopping contexts, so that the generalizability of the findings might be extended. In other words, the third study was carried out in a two (motivational orientation: telic vs. paratelic) by two (activation: low vs. high) by two (shopping context) between-subjects design.

Subjects. The recruitment of ninety-five individuals was carried out from the identical population and in the same manner as for the previous studies.

Procedure. Subjects were exposed to a shopping context on individual computer screens. On-screen instructions informed them that they would be able to examine two different articles of the merchandise – apparel – in greater detail. These articles could be identified by scanning the merchandise with the mouse: the pointer converted from an *arrow* into a *hand* whenever it passed over an item about which additional information was available. A click on the article opened a separate window which furnished a description and a picture of the item. Subjects could return to the shopping context by pressing a button in this informational window.

Manipulation of Motivational Orientation. The telic treatment required that subjects identify the names and prices of the two actionable articles in twenty seconds. Subjects were advised that those who did not accomplish the task on their first attempt

would have to return to it after completing the questionnaire. The paratelic treatment instructed subjects to browse through the store for twenty seconds, as when one did not have anything else to do and browsed through stores for diversion.

Both motivational conditions were allowed to examine the shopping context for an equal amount of time (i.e., twenty seconds). Then the retailing ambience and the informational windows disappeared automatically from the screen. The on-screen instructions invited subjects to complete their questionnaire. The telic instructions additionally reminded them that those who had not accomplished the task were to return to it at the end. After completing the questionnaire, the telic subjects were advanced to another screen which featured a multiple-choice question about the prices of the two actionable products. Those subjects who could not indicate the correct answer were automatically returned to the beginning of the task for a second attempt. The program allowed four attempts in total.

Manipulation of Activation. Subjects were exposed to an activating or a deactivating shopping context. Along the lines of the previous study, the *activating* context was accomplished in comparatively *saturated* and *warm* colors, while the *deactivating* context – in relatively *unsaturated* and *cool* colors. The backgrounds of the informational windows were carried out in saturated red for the activating treatment and in unsaturated greenish-blue for the deactivating treatment. This manipulation was replicated in two different shopping contexts.

The deactivating and activating versions of the experimental stimulus did not differ in any other respects. The merchandise was executed in identical colors for both versions. In the informational windows, the descriptions of the actionable products were

exhibited in a rectangular space of a uniform gray color, so that the text might have equal readability in the different versions. Please refer to Figure 8-1 for a reproduction of the experimental stimuli.

Measures. In addition to the independent variables, motivational orientation and activation, and the dependent variable, pleasantness, the questionnaire included the same two covariates – the attitude toward the arrangement of the context and individual differences with respect to the pleasantness of activation – as the previous study.

The measuring scales of motivational orientation, activation, and the attitude towards the arrangement were presented on a computer screen. Instead of indicating a number, subjects could slide a needle along the entire range of the scale and arrest this needle at any point. With the exception of the motivational measure, the measuring scales were identical to the scales in the previous studies with the exception that they ranged from -30 to +30. Before the statistical analyses, subjects' scores were divided by ten. The motivational measure differed in that, instead of completing the sentence, "On the present shopping occasion, I want ...," subjects were exposed to the sentence, "While examining the store, I wanted"

Manipulation Checks. The motivational measure yielded two factors, the four telic items constituting one factor and the four paratelic items – another factor. Since the manipulation check yielded similar results for these factors (telic scale: $F=30.47$, $p<.01$, $df_{\text{error}}=86$, 4.67 vs. 3.14; paratelic scale: $F=4.18$, $p<.05$, $df_{\text{error}}=86$, 4.44 vs. 3.77), all eight items were combined into a single scale.

The paratelic treatment resulted in a significantly greater mean on the motivational measure than the telic treatment ($F=23.84$, $p<.01$, $df_{\text{error}}=86$; 4.55 vs. 3.45).

Subjects experienced the experimental stimulus which was accomplished in saturated warm shades as more activating than the stimulus which was executed in unsaturated cool hues ($F=1.44$, $p=.23$, $df_{\text{error}}=87$; 3.82 vs. 3.47), but the difference between the treatment means did not attain the conventional level of statistical significance. The different shopping contexts did not interact with this effect ($F=0.64$, $p>.40$, $df_{\text{error}}=87$).

Results. The experimental treatments did not influence the attitude toward the arrangement of the context ($F<2.29$, $p>.10$, $df_{\text{error}}=87$), or interact with this covariate in its effect on *pleasantness* ($F<2.33$, $p>.10$, $df_{\text{error}}=79$). A significant interaction between arousal-seeking tendency, motivational orientation, and the different shopping contexts ($F=8.26$, $p<.01$, $df_{\text{error}}=79$) precluded the inclusion of individual differences as a covariate into the statistical analysis.

Motivational orientation demonstrated a moderating role in the influence of activation on pleasantness ($F=4.04$, $p<.05$, $df_{\text{error}}=86$) (Figure 8-2). The simple effect of activation approached statistical significance for the telic motivational orientation ($F=3.34$, $p=.07$, $df_{\text{error}}=41$): the telic subjects experienced the low level of activation as more pleasant than the high level (4.68 vs. 4.13). Despite the means being in the anticipated direction, the simple effect did not attain significance for the paratelic orientation ($F=0.24$, $p>.10$, $df_{\text{error}}=48$; 4.89 vs. 4.78).

The attitude toward the arrangement of the context exhibited a positive relationship with pleasantness ($F=92.14$, $p<.01$, $df_{\text{error}}=86$).

Discussion. The third study furnished convergent support for the theoretical prediction. The employment of another pair of color schemes strengthened the argument that the findings are produced by the underlying factor of activation rather than by the

particular color schemes. In addition, the replication of the effect in different shopping contexts supplied evidence for its general nature. Finally, the motivational manipulation placed subjects in a real-life situation, which enhances the validity of the results.

The experimental manipulation of activation yielded a larger difference on the manipulation-check measure in comparison to the previous study. However, this difference again did not attain the conventional level of statistical significance. The insufficient sensitivity of the measuring instrument might plausibly account for this result.

Both experimental studies varied a single psychophysical variable: color. This empirical limitation does not preclude the possibility that the effect might result from differences with respect to this particular variable only. The following study answers this question.



Figure 8-1. Study Three: Experimental stimuli.

a1) Deactivating shopping context: Replicate 1; a2) Activating shopping context: Replicate 1; b1) Deactivating shopping context: Replicate 2; b2) Activating shopping context: Replicate 2.

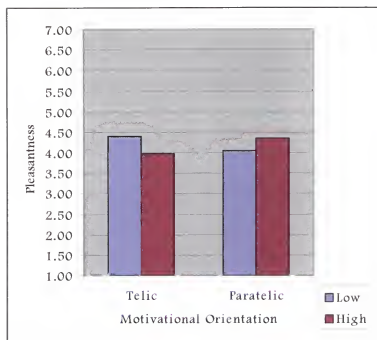


Figure 8-2. Study Three: Results.

CHAPTER 9

STUDY FOUR

An alternative operational definition of activation, musical tempo, was developed to provide another test for the theoretical proposition. Subjects were instructed to adopt a telic or a paratelic motivational orientation, and to indicate their subjective pleasantness with an activating or a deactivating experimental stimulus in a two (motivational orientation: telic vs. paratelic) by two (activation: low vs. high) by two (musical selection) design.

Subjects. One-hundred and thirty-one undergraduate students were invited for a voluntary participation from the identical population and in the same manner as for the preceding studies.

Procedure and Motivational Manipulation. Subjects were instructed to assume a telic or a paratelic motivational state by means of the same simulational manipulation, which was administered in the first two studies, and to imagine themselves in a shopping context where a musical piece was playing in the background. Then they were exposed to a musical selection, and invited to indicate their subjective pleasantness in this hypothetical context.

Manipulation of Activation. Subjects were exposed to a fast or a slow musical selection. Table 9-1 presents the composer, title, and CD label of the four musical pieces. Selections 1 and 2 are considered to have a fast tempo; selections 3 and 4 – a slow tempo.

The musical presentation continued for one minute and fifty seconds. This duration was believed sufficient for the successful induction of a particular level of activation, and was constrained by the duration of the shortest piece. Since an entire session was exposed to the same musical selection, every piece was replicated in two sessions at least, so that the effect of activation might be separable from that of the testing occasions.

Measures. The assessment of motivational orientation, activation, and pleasantness was carried out with the same multi-item self-report scales which were administered in the first two studies. This fourth study did not measure any potential covariates.

Manipulation Checks. The paratelic treatment resulted in a higher mean on the motivational scale than the telic treatment ($F=455.25$, $p<.01$, $df_{\text{error}}=123$; 5.61 vs. 2.31). The faster musical selections were experienced as more activating than the slower ones ($F=139.60$, $p<.01$, $df_{\text{error}}=123$; 5.30 vs. 2.74), and the different musical pieces did not interact with this effect ($F=3.46$, $p>.05$, $df_{\text{error}}=123$).

Results. Motivational orientation moderated the influence of activation on pleasantness ($F=3.06$, $p=.08$, $df_{\text{error}}=123$) (Figure 9-1). The low level of activation was experienced as more pleasant than the high level in the telic motivational state ($F=5.41$, $p=.02$, $df_{\text{error}}=61$; 4.49 vs. 3.55). Despite the fact that the means of the corresponding paratelic conditions exhibited the predicted directional relation, the difference between these means did not achieve statistical significance ($F=.04$, $p>.10$, $df_{\text{error}}=62$; 4.31 vs. 4.23). The independent variables did not interact with the different musical selections ($F=<.45$, $p>.10$, $df_{\text{error}}=123$).

Discussion. This empirical study manipulated another psychophysical variable – musical tempo – to induce activation, and yielded convergent evidence for the moderating effect of motivational orientation.

TABLE 9-1
Study Four: Experimental Stimuli

COMPOSER	TITLE	LABEL
1. Johann Strauss, Father	Radetzky-Marsch	Madacy Music Group
2. Camille Saint-Saens	The Carnival of the Animals: The Swan	The Deca Record Company
3. Camille Saint-Saens	The Carnival of the Animals: Finale	The Deca Record Company
4. Claude Debussy	Reverie	Philips Classics Productions

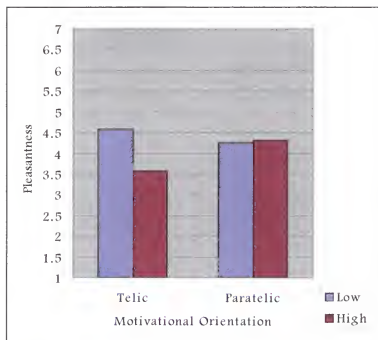


Figure 9-1. Study Four: Results.

CHAPTER 10 GENERAL DISCUSSION

Results

The empirical series of four studies has furnished consistent support for the theoretical proposition that motivational orientation moderates the influence of activation on pleasantness: a high level of activation is experienced as more pleasurable in paratelic states, but as less pleasurable in telic states; conversely, a low level is felt as more pleasant in telic states, but as less pleasant in paratelic states. Seven different experimental manipulations of activation – three pairs of naturalistic shopping contexts, two pairs of color schemes, and two pairs of musical selections – yielded the interaction effect. This variety of operational definitions enhances the conclusion that activation, rather than a particular environmental element, accounts for the results. The two different experimental manipulations of motivational orientation lend additional support for the internal validity of the results.

Empirical Limitations

Several limitations of the empirical operations undermine the formulation of conclusive inferences. The measure of activation assesses a subject's perception of that portion of his or her activation which the shopping context induces rather than the perception of his or her overall activation. This measure assumes that the random

assignment to treatments has resulted in an equal initial activation across conditions. However, the motivational manipulations might have affected activation.

In three empirical studies, the motivational manipulation was administered as a mental simulation: subjects were instructed to imagine that they were shopping for a particular reason and in a particular context, and to indicate how pleasant this hypothetical experience made them feel. Since people's conceptions of what their subjective experience would be might differ from their real-life response, this empirical approach raises a question about the validity of the results. On the other hand, the convergent evidence of Study 3, which placed subjects in an actual paratelic or telic situation, suggests that this limitation may not constitute a serious problem.

In three studies, the entire sessions received the identical level of a variable: the presentational sequence of the shopping contexts in the first study, motivational orientation in the third study, and activation in the fourth study. In consequence, the experimenter was knowledgeable of the treatment that the subjects of a session would be exposed to and might have inadvertently influenced their responses with subtle behavioral cues.

The empirical manipulations and measures were administered in a shopping context in all four studies, which raises a question about the generalizability of the findings. The theoretical proposition merits empirical tests for other retailing settings (e.g., banks), packages and labels, advertising messages, etc.

Implications

The theoretical model contributes to the conceptual and empirical inquiry into the relationship between activation and pleasantness. While initial investigations identified an “inverted-U”-shaped association (e.g., Berlyne 1960, 1971), subsequent studies found that individual differences with respect to the optimal stimulation level moderate this relationship (e.g., Eysenck 1967).

The present model identifies and examines another moderating factor – motivational orientation – which enhances our theoretical comprehension of consumers’ subjective experiences with marketing stimuli (e.g., packages and labels, advertising messages, shopping ambiances). Unlike the moderating role of the individual differences with respect to optimal-stimulation level, which does not allow for the effective management of consumers’ pleasantness in all marketing contexts at the current technological level, business and non-profit organizations can *infer* or *affect* the motivational orientation of their current and potential customers with satisfactory precision. The product (e.g., groceries vs. books) or service (dry cleaning vs. tour-guiding) category, the day of the week (a weekday morning vs. a Saturday afternoon), the time of the year (a non-holiday vs. a holiday season), or the location of the enterprise (e.g., a business district vs. an amusement park) provide an accurate indication to the predominant motivational orientation of consumers. Marketing management can deduce the prevailing motivational propensity from one or more of these factors, and execute the activating quality of marketing stimuli (e.g., packages, advertising messages, or shopping ambiances) in an appropriate manner.

In addition, as the subsequent subsection advances, motivational orientation is also amenable to managerial influence.

Avenues for Future Investigation:

Induction of the Paratelic Motivational Orientation

Could consumers be induced to adopt a *particular* motivational state? Since the paratelic orientation arises with the subjective absence of outstanding needs, the induction of this motivational propensity necessitates that any pending needs decrease in salience. The subjective salience of a particular working self-concept (i.e., the particular self-conceptions, a subset of an individual's entire set of self-conceptions, which are active at a given time [Markus and Nurius 1986, p. 957]) brings about a host of associated needs. For instance, an individual may recognize the need for an upgraded computer in the course of a working day, when his professional self-concept enjoys subjective prominence. The same individual assumes the self-concept of a good father in the evening; he recognizes his children's need for a vacation, and assigns less importance to the computer. In consequence, an individual who adopts an extraordinary (unusual, atypical) working self-concept, which differs from his ordinary (everyday, usual, typical) working self-concepts, may be anticipated to lose sight of the pending needs that are associated with the ordinary selves.

Naturalistic evidence indicates that the working self-concept differs across contexts (Savin-Williams and Demo 1983). Situational factors have been found to influence which particular self-conceptions become active by means of bringing into salience particular dispositional characteristics (Markus and Kunda 1986), generating

particular experiences (Greenberg and Pyszczynski 1985; Nurius and Markus 1990), initiating particular social roles (Burke 1980; Griffin, Chassin, and Young 1981), or encouraging particular behaviors (Fazio, Effrein, and Falender 1981).

On these theoretical and empirical grounds, an extraordinary (unusual) context may be anticipated to activate dispositional characteristics which the individual does not commonly recognize in oneself, to engender subjective experiences which the individual does not regularly undergo, or to induce social roles and behaviors which the person does not normally engage in. In consequence, an extraordinary context may bring about an unusual working self-concept. For example, patrons of the *Fantasea Reef* (Figure 3-1) may experience themselves as adventurous marine explorers. On some occasions, the extraordinary working self-concept does not depart far from the individual's ordinary working self-concepts. For instance, *The Showcase of Nations* at EPCOT may generate the experience of touring a foreign country, which generally constitutes a realistic possible self. In contrast, the *Fantasea Reef* facilitates the assumption of an unlikely possible self.

In conclusion, marketing management may facilitate consumers in the assumption of a paratelic motivational orientation by creating and maintaining extraordinary (unusual, atypical) contexts, which, in turn, facilitate the adoption of an extraordinary working self-concept and diminish the salience of the outstanding needs that are associated with the everyday working self-concepts. This conceptual proposition, in conjunction with the evidence about the moderating influence of motivational orientation on the association between activation and pleasantness, provides a foundation for the enhancement of various consumptive and shopping experiences.

Conclusion

The theoretical model identifies and examines a situational variable – motivational orientation – which moderates the relationship between activation and pleasantness. In this manner, the present effort advances our theoretical comprehension of the association between these constructs. By identifying the antecedent factors which determine the hedonic quality (pleasantness) of people's subjective experiences in the course of consumption and shopping, the model elucidates important aspects of consumer behavior and furnishes definitive guidelines for effective marketing management.

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APPENDIX A MEASURES OF THE CONSTRUCTS

I. Motivational Orientation

1. ..., I want to be purposeful (reversed).
2. ..., I want to feel leisurely.
3. ..., I want to get things done (reversed).
4. ..., I want to feel amused.
5. ..., I want to be task-focused (reversed).
6. ..., I want to be efficient (reversed).
7. ..., I want to feel carefree.
8. ..., I want to feel entertained.

II. Arousal

1. Lifeless vs. Lively
2. Inert vs. Energetic
3. Dull vs. Vigorous
4. Inactive vs. Active

III. Pleasantness

1. Displeased vs. Pleased
2. Dissatisfied vs. Satisfied
3. Unpleasant vs. Pleasant
4. Unhappy vs. Happy

APPENDIX B
STUDY 1: INSTRUCTIONS

Visualize (Picture) yourself in the following situation:

Experimental Manipulation of Motivational Orientation

Now spend a minute visualizing yourself in the situation described by the story and, in NO LESS than 5 (five) sentences, write a personal story on the same scenario reflecting your own preferences and habits.

Please consider the retailing ambiances carefully before completing the scales.

(Telic Motivational Orientation) All the questions pertain to these particular stores from the perspective of the particular shopping occasion described in the scenario. On the present occasion, you have gone shopping because you need to purchase a T-shirt, so that you may continue packing and take care of all other chores before you leave for your trip.

OR

(Paratelic Motivational Orientation) All the questions pertain to these particular stores from the perspective of the particular shopping occasion described in the scenario. On the present occasion, you have gone shopping because you feel bored. You desire to spend a couple of engaging and enjoyable hours in stores.

The anchors (endpoints) of the scales are frequently reversed. So please read all anchors carefully before indicating your answer. In addition, please answer every question by itself, without taking into consideration your answers to any of the other questions.

APPENDIX C

STUDY 2: INSTRUCTIONS

Visualize (Picture) yourself in the following situation:

Experimental Manipulation of Motivational Orientation

You will see an apparel store. The picture will remain on the screen for ten (10) seconds. As soon as the ten seconds expire, the image will disappear automatically. Please attend to the image carefully. Do not begin reading the subsequent instructions until the image disappears from the screen. Please click on the ARROW now.

Experimental Manipulation of Activation

(Telic Motivational Orientation) Imagine yourself in the situation which is described in the scenario. On this hypothetical occasion, you need a T-shirt, so you go to a shopping mall. You want to carry out the purchase, so that you may complete your preparations for the trip. You enter the Store which you see on the screen.

OR

(Paratelic Motivational Orientation) Imagine yourself in the situation which is described in the scenario. On this hypothetical occasion, you are feeling bored, so you go to a shopping mall. You do not need to purchase anything in particular. You want to spend a couple of enjoyable hours and have a nice time. You enter the Store which you see on the screen.

Now, in NO LESS than three (3) sentences, describe how you would feel in this Store on this particular occasion.

Please answer the following questions about your experiences in this Store on this particular occasion. How does the ambience (the atmosphere of the Store) make you feel? (Please disregard the nature and color of the merchandise.)

Since the endpoints of the scales (e.g., pleased, dissatisfied) are frequently reversed, please read ALL endpoints carefully before indicating your answer. In addition, please answer every question by itself, without taking into consideration your answers to any of the preceding questions.

APPENDIX D STUDY 3: INSTRUCTIONS

Telic Motivational Manipulation

Please read these instructions VERY CAREFULLY, because once you begin with the task you will not be able to come back to this slide without a substantial delay to you.

You will enter a retail store which offers various apparel.

You will be able to examine two (2) different articles of the merchandise in greater detail. A click on a product will open an individual window for it, which provides a complete description of the item. You will be able to return to the store and examine another product by clicking on the “Continue” button in the individual window.

You will be able to identify the articles for which descriptions are provided by scanning the merchandise with the mouse. The arrow of the mouse converts into a hand when the mouse passes over a product which is accompanied with a description.

Your task is to take down, in the corresponding space in your questionnaire, the names and prices of these two articles from their descriptions by opening the individual windows in twenty (20) seconds.

Twenty (20) seconds after you begin with the examination of the store, the representation of the store and the individual descriptions will disappear automatically

from the screen, and the instructions for the subsequent tasks will come up. If you have not been able to complete your task in twenty (20) seconds correctly, you will be asked to return to it after you have finished the remaining tasks. For this reason, you are recommended to utilize the entire available time. If you take down the names and prices of both articles before the store disappears from the screen, re-examine the products so that you may verify your answer.

Experimental Manipulation of Activation

IMPORTANT! You searched through this store for particular products.

The subsequent section asks about your opinions and feelings about the store: what did you think and how did you feel about the store while you were searching through it for the two products.

Please click on the "Continue" button.

Paratelic Motivational Manipulation

Please read these instructions VERY CAREFULLY, because once you begin with the task you will not be able to come back to this slide without a substantial delay to you.

You will enter a retail store which offers various apparel.

Imagine that you are feeling very bored: you have not been able to find anything interesting to do. Please adopt this frame of mind and browse through the store for twenty (20) seconds as when you do not have anything else to do and are browsing through stores to relieve boredom. You will be able to examine two (2) different articles of the merchandise in greater detail. A click on a product will open an individual window for it, which provides a complete description of the item. You will be able to return to the store and examine another product by clicking on the “Continue” button in the individual window.

You will be able to identify the articles for which a description is provided by scanning the merchandise with the mouse. The arrow of the mouse converts into a hand when the mouse passes over a product for which a description is provided.

You may take any notes in the corresponding space in your questionnaire.

KEEP IN MIND: You do NOT have to examine the two articles. You are browsing through this store to relieve boredom: you do not have anything else to do, and you are looking through the store to occupy yourself with something.

Twenty (20) seconds after you begin with the examination of the store, the representation of the store and the individual descriptions will disappear automatically from the screen, and the instructions for the subsequent tasks will come up.

Experimental Manipulation of Activation

IMPORTANT! You browsed through this store to relieve boredom as when you do not have anything else to do and are browsing through stores to occupy yourself with something.

The subsequent section asks about your opinions and feelings about the store: what did you think and how did you feel about the store while you were browsing through it to relieve boredom.

Please click on the “Continue” button.

APPENDIX E
STUDY 3: DESCRIPTIONS OF THE PRODUCTS

Sweater

Description

Relaxed fit. Lightweight, ribbed neckline, cuffs and bottom. Cotton. Machine wash. Imported.

Price = 38.00.

Presentation



Pants

Sits low on waist, slim through hip and thigh, flared leg with a fluid drape.

Elastic waist, hemmed bottom. 65% rayon/ 35% polyester. Machine wash. Imported.

Price = 48.00

Presentation



APPENDIX F
STUDY 3: PERFORMANCE CHECK IN THE TELIC CONDITIONS

What are the prices of the two products? Please select the correct dyad from the seven available answers by pressing the corresponding button.

1 30 and 58

2 48 and 58

3 48 and 68

4 58 and 68

5 38 and 48

6 38 and 68

7 38 and 50

APPENDIX G
STUDY 4: INSTRUCTIONS

Visualize (Picture) yourself in the following situation:

Experimental Manipulation of Motivational Orientation

Now listen to the subsequent musical selection which constitutes the piece that you are hearing in the background while you are looking around the store and examining the merchandise.

(Telic Motivational Orientation) Please spend a minute visualizing yourself in the situation and, in NO LESS than 5 (five) sentences, write a personal story about yourself in the hypothetical store on this particular shopping occasion. On the present occasion, you have gone shopping because you need to purchase a T-shirt, so that you may continue packing and take care of all other chores before you leave for your trip.

OR

(Paratelic Motivational Orientation) Please spend a minute visualizing yourself in the situation and, in NO LESS than 5 (five) sentences, write a personal story about yourself in the hypothetical store on this particular shopping occasion. On the present occasion,

you have gone shopping because you feel bored. You desire to spend a couple of engaging and enjoyable hours in stores.

(*Telic Motivational Orientation*) The subsequent questions pertain to this particular musical background from the perspective of the particular shopping occasion described in the scenario. On the present occasion, you have gone shopping because you need to purchase a T-shirt, so that you may continue packing and take care of all other chores before you leave for your trip.

OR

(*Paratelic Motivational Orientation*) The subsequent questions pertain to this particular musical background from the perspective of the particular shopping occasion described in

the scenario. On the present occasion, you have gone shopping because you feel bored. You desire to spend a couple of engaging and enjoyable hours in stores.

The anchors (endpoints) of the scales are frequently reversed. So please read all anchors carefully before indicating your answer. In addition, please answer every question by itself, without taking into consideration your answers to any of the other questions.

APPENDIX H
HYPOTHESIS-GUESSING PROBE

In your opinion, what are the specific objectives of this study? We would like to know your honest understanding of it.

BIOGRAPHICAL SKETCH

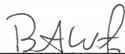
Velitchka D. Kaltcheva was raised in Sofia, Bulgaria.

In 1990 Velitchka attended a summer seminar in *Comparative Political and Economic Systems* at Georgetown University, Washington, D.C., USA. The following year she attended a seminar in *Organizational Behavior* at the Wirtschaftsuniversitaet, Vienna, Austria.

In May 1993 Velitchka obtained a Summa Cum Laude B.A. in *Psychology* from Trinity College in Washington, D.C., USA. In May 1994 she obtained a graduate degree in *International Economic Relations*, concentration in *International Business*, from the Higher Institute of Economics in Sofia, Bulgaria.

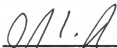
Velitchka is a Phi Beta Kappa member.

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.



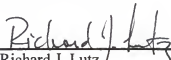
Barton A. Weitz, Chairman
J. C. Penney Eminent Scholar,
Marketing

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.



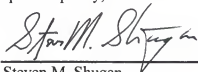
Joseph W. Alba
Distinguished Professor of
Marketing

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.



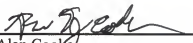
Richard J. Lutz
Professor of Marketing

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.




Steven M. Shugan
Russ Berrie Foundation
Eminent Scholar, Marketing

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.


Alan Cooke
Assistant Professor of
Marketing

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Doctor of Philosophy.


Amir Erez
Assistant Professor of
Management

This dissertation was submitted to the Graduate Faculty of the department of Marketing in the College of Business Administration and to the Graduate School and was accepted as partial fulfillment of the requirements for the degree of Doctor of Philosophy.

May 2001

Dean, Graduate School



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